

Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

'Redbook' Hikes Rate; Offers Discount Choice

NEW YORK, March 6—Redbook next week will announce a rate increase, scheduled to take effect in August. At the same time, the publication will join the small group of magazines offering an optional frequency or volume discount.

Under the new schedule, a b/w page will cost \$5,800 one time, compared with \$5,050 for a one-time ad on the current rate card—an increase of 14.9%.

At the present time, the publication has a 12-time b/w page rate of \$4,797.50. This is a frequency discount, not a volume discount. Under the new schedule, an advertiser may qualify for the maximum discount (which scales down to \$5,075) either by placing ads in 12 consecutive issues or by using 12 pages or more.

■ The new rates affect display and "Tops in the Shops" advertising, but not the school, college and camp department. Each department. (Continued on Page 8)

Johnston, Copy Chief of Hewitt, Ogilvy, Pulls No Punches

NEW YORK, March 6—Tom Johnston of Hewitt, Ogilvy, Benson & Mather came down to a meeting of the Metropolitan Advertising Men last night, and he set the boys on end.

Scheduled to talk on advertising that wins awards vs. advertising that sells, the agency v.p. and copy chief did so, briefly. But that wasn't the half of it.

He commented on the agency's Guinness Stout campaign, which, he said, is not selling Guinness, like mad, though it might be winning awards. And he talked about agency contact men, who, he thought, should be "eliminated" when a campaign is being worked up.

■ Mr. Johnston had no prepared speech. He came down to answer any questions the ad club members might have. Before they got to the question period, Mr. Johnston lounged in a chair and rambled along as if trying to shock his listeners.

Discussing creative campaigns, the copy chief asked: "What is the (Continued on Page 4)



SIGN OF SUMMER—This bleed color page in Life June 9 will open the Tea Council's summer drive. The council will use outdoor in 34 markets (its first use of the medium) and southern newspapers and supplements are scheduled. The agency is Leo Burnett Co.

Despite the New Code ...

Television Still Has 'Long' Commercials

Frozen Food Industry Has Joyful Meeting

Skyrocketing Sales Lead to Research, More Ads; Retailers Draw Attack

CHICAGO, March 7—The frozen food industry met in Chicago this week for what amounted to a victory convention.

All segments of the multi-phase business are confident that this young industry is just beginning to flex its muscles. The six-day meeting was the largest in the industry's history. It followed a year in which frozen food sales neared the billion-dollar mark.

At the present time the frozen foods people are statistics crazy. A mass of figures is produced at the drop of a hat to show the great strides made in the past few years. For example, there are now 1,300 frozen food packers compared to 400 in 1945. Some 450 different types of frozen products are now being commercially packed. Production records are being broken all along the line.

■ The prospect for the future: more and more of the same. Production will increase. Sales will skyrocket. And advertising budgets are expected to keep pace with this growth, particularly since a strong competitive market is developing rapidly.

Leader of the field is still the (Continued on Page 72)

CHICAGO, March 7—The new TV code so far has had no appreciable effect on the length of commercials.

Many sponsors this week ran over the limits suggested in the code which the networks and most TV stations put in effect March 1. To date, 85 stations have subscribed. Station and network spokesmen seem unsure about their future course of action when sponsors, particularly network, put on programs or commercials that the code "outlaws."

One noticeable effect of the code: a new outburst by several columnists against bad taste, over-commercialization and the like by sponsors and TV stations. (For Red Skelton's plea to viewers not to tune out commercials, see Page 12.)

■ AA reporters clocked a number of network and local TV shows Wednesday night to find out whether the code's time standards are being met. Most sponsors, it was found, go beyond the three-minute limit for 30-minute shows, six minutes per hour, etc.

Here are some of the reports from AA's stop-watchers (they watched shows on WENR-TV, WGN-TV, WBKB and WNBQ):

1. More than half the commercials were in excess of the times set up in the NARTB code. Some violated the standards by only 15-20 seconds, but two 1½-hour programs (both movies on WGN-TV) took almost nine minutes more than the recommended time for their ad messages.

2. On only one station Wednesday did commercial time clock less than the allowed times. Of six programs monitored on WNBQ, four ran 15-20 seconds under; one was on time, and the last ran 18 seconds over the limit.

(Continued on Page 74)

McCann Learns Why Drinkers Drink ...

Armstrong Outlines Behavior Research

CHICAGO, March 5—McCann-Erickson's Donald B. Armstrong Jr. on Monday lifted the veil on a hush-hush agency project—its program of psychological research. He did so in a talk before the Agate Club, magazine representatives' organization.

Mr. Armstrong, v.p. and research director of the agency, declared that McCann-Erickson is the first advertising agency to "have gone systematically into the field of psychological research." It is, he contended, "the only agency with its own psychological research staff."

■ To date, he said, the method developed by the agency in working out problems of advertising effectiveness has been validated in more than 100 case histories. And, even though results have been excellent, he said the agency feels that it has only begun to scratch the surface.

Mr. Armstrong explained that while market research, which breaks down buyers by types according to age, sex, race, marital status, income, etc., provides useful information, it—like much other research—deals with people's bodies, while it is their minds and the reasons which motivate their actions that advertisers are most concerned with.

Finer tools than the question, "Why?" are needed to get at the basic motivations for an activity, he declared.

McCann-Erickson, Mr. Armstrong explained, has been working (Continued on Page 71)

Cone Says Business Men Must Get into Political Battles

MEMPHIS, March 4—"It's a terrible thing that business men have left politics to 'someone else,'" Fairfax Cone last night told Memphis admen.

Speaking to a joint meeting of the Memphis Ad Club and Sales Managers Club, the president of Foote, Cone & Belding indicted American business men for their lethargy and their failure to help run their country.

"The good people say that politics is not for them—that it's an ugly business. But it was not always thus, and need not be now.

■ "Indignant, honest people can throw the rascals out," he declared.

"We can have honest government that is not tied up with rackets and special privileges," Mr. Cone continued. "If we make up our minds that we are not going to put up with this way of life, we can do something about it."

The joint dinner meeting climaxed the first annual observance of Advertising Week here in Memphis.

Highlights of the Week's News and Feature Index Appear on Page 4

NBC-TV Reports TV a Best Buy in Summertime

3,163 Interviews Show Few Homes Are Empty, TV Sales Power High

NEW YORK, March 7—Television is the way for an advertiser to get more sales from his best customers during the summer.

This is the advice of the National Broadcasting Co.'s TV network, which this week announced the results of a study made last year in the New York market. The current analysis is NBC's third major effort to measure video's sales effectiveness. It is based on 3,163 personal interviews with men and women between Aug. 15 and Sept. 8, 1951. Field work was done by W. R. Simmons & Associates. NBC researchers Dr. Thomas E. Coffin (Continued on Page 71)

Last Minute News Flashes

Whitehall Names Abbott Kimball for New Deodorant

NEW YORK, March 7—Whitehall Pharmaceutical Co. has appointed Abbott Kimball Co. for Chlorax Stick, a new solid deodorant using chlorophyll. Marketing tests now are in progress, using newspapers and radio initially.

B.V.D. to Add Pajamas, Sport Shirts to Line

NEW YORK, March 7—Men's pajamas and boys' sport shirts and pajamas will be added to the B.V.D. apparel line this fall, the company announced today. Under a "B.V.D. specialist program," the company will license manufacturers who are specialists in their fields. Plans call for expansion into the entire men's wear field and eventually into all apparel. Every B.V.D. licensee must agree to spend a percentage of its sales for B.V.D. advertising. Consumer advertising on the new lines will break in July in national publications. Hirshon-Garfield is the agency.

IGA Names Jöhler Ad, Merchandising Head

CHICAGO, March 7—O. W. Jöhler has been appointed director of advertising and merchandising for the Independent Grocers' Alliance, which represents 10,000 member stores. Mr. Jöhler, formerly ad manager of the Chicago unit of A&P stores, succeeds Dale W. Nolan, who has joined Leo Burnett Co. as account executive.

McCann-Erickson Gets Argentine Clorofil Tablets

NEW YORK, March 7—The Buenos Aires office of McCann-Erickson has been appointed by Sudyor-S.R.L. of that city to handle the Argentine advertising of its Clorofil tablets.

(Additional News Flashes on Page 75)

Time Inc. (and Coy) Buying Albuquerque Stations KOB, KOB-TV

ALBUQUERQUE, March 6—The stock of Albuquerque Broadcasting Co. has been sold to Time Inc. for an estimated \$900,000. The company owns KOB and KOB-TV.

Howard Black, executive v.p. of Time Inc., said that Wayne Coy, until recently chairman of the Federal Communications Commission, will become a 50% owner of the broadcasting company "after certain corporate adjustments." Mr. Coy has already been retained as radio-TV consultant to the publishing company. This appointment is effective April 1.

Upon approval of the transfer of the licenses, Mr. Coy will succeed T. M. Peperday as president of Albuquerque Broadcasting Co. He will live in this city and direct the company's operations. George Johnson and J. I. Mayerson will continue as manager of KOB-TV and KOB, respectively.

FTC Drives Against Cigaret Ad Claims Don't Do Much Good, Congressmen Say

WASHINGTON, March 4—The Federal Trade Commission's campaign against cigarette advertising appears to be "just that amount of money thrown out the window."

This charge was made this week by Rep. Albert Thomas (D., Tex.), a ranking member of the House appropriations committee.

Pointing out that FTC has been investigating the claims of cigarette manufacturers since 1942, Mr. Thomas charged "the radio programs and what we hear over the radio today about cigarettes are the same as originally."

■ FTC Commissioner Stephen Spingarn, who was trying to justify the expenditure of \$1,000,000 a year to check up on deceptive practices, conceded that FTC will probably never be able to completely "clean up" cigarette copy.

"These outfits have tremendous advertising volume," he told the committee, "and they place great value in claims that their product is less this or that than any other cigarette."

Commissioner Spingarn pointed out that FTC has issued cease and desist orders against Camel, Lucky Strike and Old Gold.

"We have made some progress," he insisted. "We have made honest men out of Old Gold."

■ Under questioning of Rep. Sidney R. Yates (D., Ill.), Richard Whiteley, director of the deceptive practices division, explained that FTC is stopping any cigarette ads which claim that any of the four leading brands are less irritating than any others.

"They have stopped that now, and you may notice they don't say they are milder," he pointed out. "They just say they are mild,

they are kind to you and so forth—much of which we are not able to reach."

Rep. Thomas insisted that he had not noticed any lessening of the claims. "Generally the sum and substance of it is that it is the greatest thing that happened to mankind in the last 50 years; it's kind to your throat and so forth. You haven't stopped that."

■ "No," conceded Mr. Whiteley, "I don't anticipate we will stop that. I have a son who smokes more than he should. I have tried to stop him, but I can't. All we can do is give the public the facts."

FTC witnesses paraded their campaigns against pain killers in an effort to justify their activities, but Rep. Thomas refused to give up on cigarettes.

"How much money have you spent on the cigarette cases in the past five years?" he demanded, shrugging off the pain killers.

FTC estimated that the cases against the four major companies cost "\$10,000 to \$20,000 apiece."

"Whatever the amount of money involved, it is just that amount of money thrown out the window for all the good it does," snapped Rep. Thomas.

"I don't think so," said Mr. Whiteley. "I think we have stopped a good many of their false representations, and if people cared to read—"

■ "Which have you stopped?" probed Rep. Thomas.

"We have stopped Old Gold; we have stopped the Reynolds Co., and we have issued a cease and desist order against certain Lucky Strike advertising."

"What did you say you stopped?" (Continued on Page 77)

AM Committee Asks NARTB for New Data on Radio's Impact

WASHINGTON, March 4—AM members of the National Assn. of Radio & Television Broadcasters want more data on radio's impact and effectiveness.

The members today called on the association to develop additional material along these lines. Stabilization of rate structure was another prime topic at an all-day meeting here of NARTB's AM committee.

Richard M. Allerton, recently appointed NARTB research director, promised to institute a series of studies on radio's impact and effectiveness. He will make an initial report when the committee meets again in May.

■ Mr. Allerton said there is no decision at this time as to the nature or scope of the studies. He indicated that his initial report would be largely in terms of the type of work NARTB's research department could do for broadcasters.

Other subjects discussed by the committee included (1) the ban placed on broadcasting of public hearings by House Speaker Sam Rayburn (D., Tex.); (2) station relationships within the community; (3) a proposed campaign to get out the vote, and (4) state legislation relieving broadcasters of liability for statements by political candidates.

■ Meanwhile, Harold Fellows, NARTB president, was telling the Washington Advertising Club that FM has multiplied the radio services available to advertisers. He urged club members to support the FM set promotion currently under way here. FM, he said, fills in the gaps not covered by big AM sta-

tions. It also permits the development of specialized audience markets, he added.

The FM set promotion is the third sponsored by NARTB and the Radio-Television Manufacturers Assn., in cooperation with dealers. Tests earlier this year in North Carolina and Wisconsin were considered "successful," both groups said. And they expect the Washington drive to be the most successful of all.

Schlueter Switches Agency

Schlueter Mfg. Co., St. Louis, maker of De Luxe household metalware products, has switched its advertising account from Ridgway Co., St. Louis, to Winius-Brandon, St. Louis. The company is celebrating its 50th anniversary and will use national magazines, television, trade papers and direct mail in an anniversary campaign.



CHARMED—Peter Hand Brewery, Chicago, viced this ad in The New Yorker March 1 for a new brew, Peter Hand's Reserve beer. This signals the brewery's first step into the national market. Copy aims for the "charmed circle who count not the cost..."

SUSAN HAYWARD is now starring in "WITH A SONG IN MY HEART," a 20th Century-Fox production, color by Technicolor. The campaign, running in Life and other national magazines, features motion picture stars endorsing Tru-Glo liquid makeup. Harry B. Cohen Advertising Co. is the agency.

Transit Radio's Fate Rests with Supreme Court

WASHINGTON, March 4—The fate of transit radio rested with the Supreme Court today, after members heard arguments from representatives of both sides.

The right of the majority to listen is just as important as any alleged right of a minority of riders not to listen, argued Theodore Pierson. Mr. Pierson is attorney for Capital and also for Washington Transit Radio Inc.

He asked the high court to reverse an appeals court decision handed down here last May. The lower court ruled that Washington's Public Utilities Commission was permitting the utility to convert commuters into a captive audience.

■ The expression "forced listening" has been widely exploited in this case, Mr. Pierson said. He denied that broadcasts are sufficiently loud to prevent conversation, reading, or even sleeping, on transit vehicles. Capital Transit picks up FM broadcasts from WWDC-FM.

It's false to assume that just because a sound makes an impact on the ear it is heard, Mr. Pierson argued.

When he declared that a scientific survey showed that only 6.6% of the riders object to broadcasts, Justice Frankfurter asked the size of the sample. Informed that 2,500 persons had been interviewed, Justice Frankfurter exploded: "Hundreds of thousands ride every day, and you call that scientific!"

■ Attorney Paul Segal represented ear-weary transit patrons Franklin S. Pollak and Guy Martin before the bench. He told the court that the public utilities commission should have recognized that the transit company was violating riders' constitutional rights.

As the court probed into the utilities commission's responsi-

bility to consider constitutional questions, Justice Frankfurter prompted: "Whenever the court disallows statutes under the 1st and 14th Amendments, it is to protect minority rights. After all, the law probably wouldn't be on the books unless the majority favored it."

Justice William O. Douglas asked whether Pollak and Martin found car cards objectionable. Mr. Segal answered that cards didn't "have the ability to compel you to look at them."

The justice retorted: "Some of the pictures do."

Promotes Bernard Howard

Bernard E. Howard, account supervisor, has been elected a v.p. of Campbell-Mithun, Minneapolis. Mr. Howard joined the agency as a copywriter in 1938. In 1944 he joined the Los Angeles office of Batten, Barton, Durstine & Osborn, and later became a partner in Robinson Advertising, Los Angeles. He returned to Campbell-Mithun as creative chief in 1949.

Motorola Promotes Kelley

William H. Kelley, who has been with the company for eight years as general sales manager, has been elected a v.p. of Motorola Inc., Chicago. E. A. Holsten, special merchandising manager since July 1951, has been promoted to general merchandising manager in the radio and television division.

Pfeiffer Brewing Pays \$500,000 for Rights to Telecast Cleveland Indians Ball Games

CLEVELAND, March 5—Pfeiffer Brewing Co., Detroit, will sponsor the Cleveland Indians' home game telecasts in 1952 and 1953. The brewery reportedly paid \$500,000 for the rights, believed a record for major league TV rights.

WXEL will carry the games on TV here, as in the past two seasons. Pfeiffer replaces Leisy Brewing Co., Cleveland, which sponsored the telecasts last year.

Although contract details are incomplete, it has been arranged to televise the Indians' opening game in Chicago April 15. Important road contests will be telecast if coaxial cable service is available. Negotiations were handled by

Tire Companies Challenge FTC Discount Order

WASHINGTON, March 4—Four big tire manufacturers took their first steps against the Federal Trade Commission's quantity discount ruling today. The tire makers asked the district court here to prevent the order from becoming effective April 7.

In separate suits the four firms—Firestone, General, Goodrich and Goodyear—said the order would force them to abandon their current marketing and pricing structure. It also would prevent them from granting discounts, except on a limited basis, they claimed.

(The original FTC order fixed a carload quantity of 20,000 lbs. ordered at one time as the maximum quantity of tires which may be used to justify price differentials. The order applied only to replacement tires and tubes sold for use on motor vehicles. It was adopted in January by a 4-1 vote, with Commissioner Lowell B. Mason voicing a strong dissent.)

■ The order represents the first time that the FTC has attempted to arbitrarily limit the discount unit for a particular item. The commission moved into the tire picture at the behest of independent tire dealers. These dealers complained that chains and mail order houses could sell tires at less than the independents' buying cost.

Following its investigation, FTC said that a 30% differential existed between the smallest and the largest buyers. Two companies, the commission added, got the maximum discount opportunity. In fixing the carload lot ceiling, FTC contended the ceiling was necessary to protect competition. It predicted that a substantial number of dealers would be able to get the carload discount.

■ Commissioner Mason predicted that mail order houses, oil companies and other big distributors would easily avoid the order. This could be done by producing private brands under contracts with manufacturers, he said.

But he warned that a collateral effect of such evasion necessarily will be growth of vertical integration in the industry. This would be accompanied by an increase in the total size of business units that undertake such integration, he said.

In proposing the rule, FTC did not contend that discounts currently available to large distributors are discriminatory or illegal under the Robinson-Patman Act. FTC argued that it was placing a ceiling on what otherwise would be a legal discount in order to prevent what appeared to be an obvious threat to competition.

George A. Medinger, v.p. of the Indians; Franklin Snyder, general manager of WXEL, and Alfred Epstein, Pfeiffer president. Maxon Inc., Detroit, is the Pfeiffer agency.

Radio coverage at home and on road trips will be carried for the third straight season by WERE, with Standard Brewing Co., Cleveland, footing the bill.

Bemis Bros. Boosts Two

Bemis Bros. Bag Co., St. Louis, has elected C. W. Loomis, v.p. and director of personnel, to the board of directors, and promoted F. B. Deaderick, eastern director of sales, to v.p.

Johnston, Copy Chief of Hewitt, Ogilvy, Pulls No Punches

(Continued from Page 1)
 best way to do a campaign?" He answered: "First, eliminate the contact man" and substitute a creative man instead. Copywriters should serve as tailors to a client, he urged. If a client doesn't like a suggested campaign, "give him a pencil and let him write it."
 For a new product, a straight editorial style ad is usually best, he said.

■ Trying to take creative initiative away from a client leads to complications, but, at the same time, Mr. Johnston thought that advertising managers should serve mainly as liaison between the agency and company management.
 "Creative urge in an advertising manager is as poor taste as creative urge in cub copywriters," he said.

Then Mr. Johnston got himself involved in a discussion on Guinness. Merchandising, he thought, was about the only thing that would sell Guinness, because it is a product for which taste must be acquired.
 He wasn't too sure of his figures but he cited the introduction of Guinness in Flint as an example. There, the agency got more than 90% of the outlets to stock Guinness and more than 50% of the adult population to try it, but they didn't come back for more, he said.
 At one time he suggested to Guinness that cutting out all advertising and selling it for less than beer would be the best means of moving the product, he said. The client didn't agree.

■ Moving along to the topic of copy research, Mr. Johnston opined that post-testing is not nearly as important as pre-testing. Post-advertising research puts the cart before the horse, he said.

As for awards, Mr. Johnston said that advertising awards are at fault because they are usually based on layout and headline without any consideration of the sales picture for a particular product.
 He would like to see an advertising awards contest where the judges consider sales on a par with technical excellence.

Establishes Ad Award

The Joint Advertising Committee of the National and Southern Distributors Assn. has established annual awards for manufacturers who advertise the benefits of buying their products through industrial distributors. Geare-Marston, Philadelphia agency, is preparing the preliminary material for presentation of the award. Awards will be made at the Triple Industrial Supply Convention, May 19, Hotel Traymore, Atlantic City, N. J.

Halt Appointed Ad Manager

Frank Hatt, formerly general manager of the *Index*, Childress, Tex., has been appointed ad manager of the *Dispatch*, Douglas, Ariz., effective March 15.

Highlights of the Week's News

- The TV code has gone in effect but stations and networks have not yet done much about enforcing its provisions. This applies at least to the length of commercial time on a program, as AA's clockers found **Page 1**
- McCann-Erickson's psychological research has been revealed for the first time and tells why regular drinkers drink **Page 1**
- A new movement in the food field that bypasses the retailer has cropped up in frozen foods. It's only one more of many developments in this fast-growing and joyful industry. Stories on **Pages 1 and 3**
- The St. Louis Post-Dispatch has a fight on its hands. Druggists didn't like its editorial attacking fair trade laws, so they cut the copy price of the newspaper. The P-D took away the papers **Page 8**
- The famous mathematician Nicolas Rashevsky reveals to AA an amazing theory he has developed: **Any marketing or advertising problem can be solved by mathematical formulas!** It sounds fantastic, but you may not be so skeptical after reading Bruce Bradway's article on **Page 63**
- Out on the West Coast, the top radio ratings have often gone to Signal Oil's "The Whistler." The chief reason for this is that a lot of program research done long ago has stressed certain dramatic qualities **Page 77**
- Puck and New York University have come up with some unusual TV statistics. They demonstrate that, in New York, TV owners spend more time reading magazines and newspapers than families without video sets **Page 75**

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Newspaper Groups Form 'Action' Unit

CHICAGO, March 7—Four newspaper associations are banding together in a group to be called the Newspaper Action Committee. Aim of the new group is to exchange ideas and promote advertising in newspapers.

The group will hold its second organizational meeting at the Palmer House here on March 21-22. The first meeting was held Feb. 15. Louis E. Heindel, president of the Newspaper Advertising Executives Assn. last year and advertising director of the *Capital Times* and *Wisconsin State Journal*, Madison, is temporary chairman.

The associations involved are

the National Newspaper Promotion Assn., NAEA, the American Assn. of Newspaper Representatives, and the Assn. of Newspaper Classified Advertising Managers. The Bureau of Advertising will act as adviser to the group.

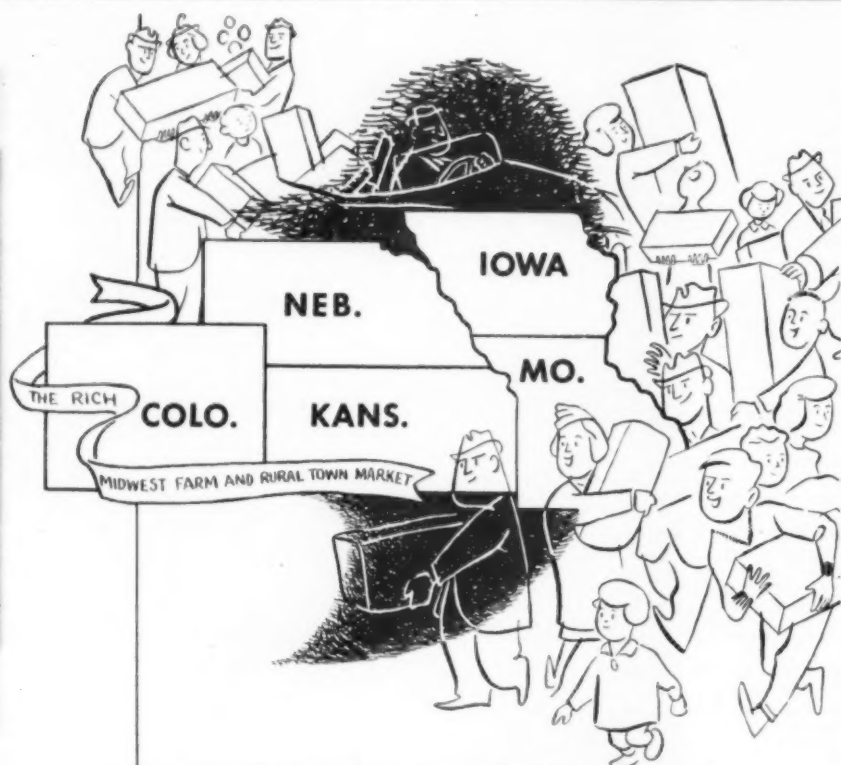
The president and two other members of these groups will comprise the board for the new committee.

Appoints Pilgrim Advertising

Pilgrim Advertising, Chicago, has been appointed to direct advertising for All Nations Travel Bureau, Chicago.

Bayle Named Sales Manager

Fred W. Bayle has been appointed sales manager of Color Harmony Inc., Albany paint distributor.



Family Planned Purchasing... is the Rule... not the exception... in this Rich, Able-to-Buy Market

More than 85% of the total circulation of Capper's Weekly is concentrated in these wealthy agricultural states--which produce more than 20% of the nation's entire agricultural wealth. For many, many years Capper's Weekly has been the family reading favorite throughout this rich, able-to-buy region.

It's the rule and not the exception for major purchases to be FAMILY PLANNED in these homes served by Capper's Weekly. Put Capper's Weekly on your 1952 list and let it show you how it can produce low cost sales for you in this important market.

Capper's Weekly

CAPPER PUBLICATIONS INC

912 Kansas Avenue Topeka, Kansas

The Feature News Weekly of The Rural Midwest... Famous For Reader Interest.



the case of the PERFECT MAT

In which Dr. Watkins discovered an exceptionally fine newspaper mat and brought it to Surelock Homes

The Problem— "Who," said Watkins, "could have made such a perfect mat?"

- The Clues**— (Seen through Surelock's glass)
- Sharp edges and deep, clear-cut type bowls.
 - Mat evidently made by craftsmen using some special process.
 - Mat was tried and gave excellent reproduction.
 - On investigation, Surelock found these mats always arrived at the right place at the right time and production men never had to worry about them.

The Solution— "Elementary, my dear Watkins," said Holmes. "Only one maker of newspaper mats is so attentive to detail, so able to reduce the aspirin tablet bills of those who need good newspaper mats. Such a mat could originate at only one place . . ."

CONGRESS ELECTROTYPE CO.

DETROIT 7, MICH. • 1326 East Congress • Phone Woodward 3-3974
 CHICAGO, ILL. • 919 North Michigan Ave. • Phone Superior 7-8056

Why buy the whole steer if you just want steak?...

Buying a market is a lot like buying meat . . . you should always seek good cuts and avoid wasteful fat and useless gristle. In New York the meatiest slice of the market can be bought in one newspaper—the Herald Tribune. Here is a *quality market that buys quantity—five billion dollars BIG*. It's an audience of people with higher incomes, more savings, securities and property . . . an audience that buys not only more high-priced merchandise, but buys heavily at all price levels . . . a *highly responsive* audience because it has more wants and needs—and can afford to take *buying action!* Learn all about the Herald Tribune quality market and how it can make your selling easier . . . right now!

NEW YORK Herald Tribune



Herald Tribune families carry \$7,750,000,000 in life insurance of all types.



Herald Tribune families have 330,000 gardens.



Herald Tribune families have 525,000 checking accounts.



Herald Tribune families make nearly 15,000,000 trips to the movies a year.

Cuticura's 1" Ads Pay Off; Company Has Given \$30,000,000 to Charity

MALDEN, MASS., March 5—A 30-year secret has ended here, revealing an astounding "giveaway" program.

Given away: \$30,000,000 over 30 years. Giver: Potter Drug & Chemical Corp., maker of Cuticura

soap and other toiletries. Advertising gimmick: None.

The secret was contained in the will of former Cuticura President George Robert White, who died in 1922. By terms of the will, the company has given \$2 out of every

\$3 of net profit to a Humanitarian Fund which has benefited local public service projects in the last 30 years.

Dr. Samuel M. Best, Mr. White's successor, made the announcement. Mr. White asked on his death bed that the fund project be kept secret for 30 years. That was the time estimated for the fund to be in full operation.

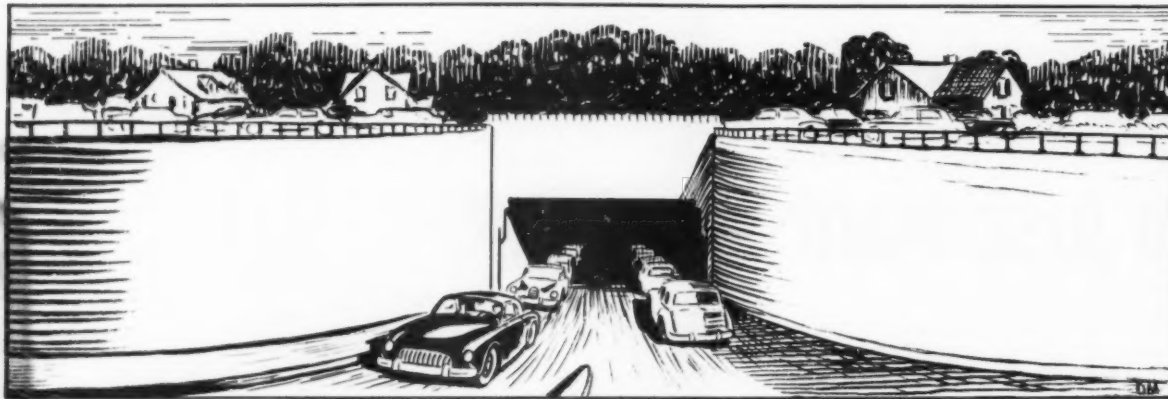
Beneficiaries of the will are struggling artists, poor medical

patients, institutions and hospitals. (One-third of the company's profits currently go to Massachusetts General Hospital here.)

V.P. William C. Hamilton told AA, "The burden originally was one of heavy responsibility for a growing concern. Nevertheless, the corporation has flourished greatly and is now a multi-million-dollar enterprise with manufacturing plants in several foreign nations. . .

"We at Cuticura believe that the present-day materialism is

Announcing: The opening of the new Norfolk-Portsmouth Tunnel on or about June 1st



THE BRIGHT SPOT... "NORFOLK" Now BECOMES EVEN BRIGHTER

The new Norfolk-Portsmouth tunnel, a \$23,000,000 addition to the Nation's highway system, is scheduled to open June 1st.

Five minute tunnel bus service from downtown Portsmouth to downtown Norfolk will join these two busy cities into one of the East Coast's most active areas.

Norfolk, already the Number One market of Virginia, will by this one gigantic, progressive traffic improvement step into even greater Metropolitan proportions.

The modern facilities of the tunnel system make it possible to handle in a few hours the entire motor vehicular load that now swamps the ferries throughout the day.

And so this bright spot on the trade maps of America will become even brighter as it prepares to supply and entertain more than one half million people in the Tidewater territory.

Yes, Mr. Advertiser, these newspapers are keeping pace. We have completely modernized our mechanical and production equipment and soon new presses will be ready TO TELL what you have TO SELL.

Norfolk Virginian-Pilot
Norfolk Ledger-Dispatch
Represented by The John Budd Co.

He'll rave about your skin!



Try CUTICURA Just 7 Days and See

Want a clear, radiant skin men admire? Try fragrant, mildly medicated Cuticura Soap and Ointment to help relieve externally caused pimples, blemishes—safeguard natural complexion loveliness. Used by many doctors. Buy at drugist.

CUTICURA

ALL SMALL—Small-space newspaper ads like this make up the majority of Cuticura's advertising program.

destroying American enterprise and American business. We have proved by actual experience that big business, like the individual himself, must live by a code of ethics set down by God Himself, rather than by any false 'get-rich-quick' practices of this decade."

This Sermon-on-the-Mount philosophy was backed by Francis M. Putnam, assistant to the president, who said the announcement was made with the hope that other businesses would adopt the same policy of "brotherly love."

It was revealed that Mr. White, during his lifetime, gave away over two-thirds of his earnings in the belief that "if you cast your bread upon the waters, it will return in abundance." At the time of his death, Mr. White set up a \$5,500,000 trust fund which was announced then.

Mr. Putnam told AA that Cuticura has no intention of exploiting the Humanitarian Fund in its advertising. The current budget will exceed last year's by 10%, he said, mostly to offset increased advertising costs. Sales are forecast to go up proportionately.

"We are one of the oldest national advertisers in the U. S.," he stated, "starting back in 1882. International advertising began in 1888."

Depending on frequency for impact, Cuticura gives two-thirds of its ad budget to radio spots and most of the rest to 1" and 2" one-column newspaper ads. The '52 schedule calls for 350 newspapers, twice weekly, in all principal cities, he said. Sunday magazines, *Scholastic Magazines* and *Seventeen* are used occasionally, he added.

"It's an insidious method of advertising and costs a lot of money," Mr. Putnam explained, "but magazines are generally too expensive for us, particularly in that we can't get the frequency we want. Our policy is to pound all over the country."

Cuticura's ad philosophy has been unchanged through the years, he stated.

Atherton & Currier, New York, is the Cuticura agency.

'Today' Adds Time Inc.

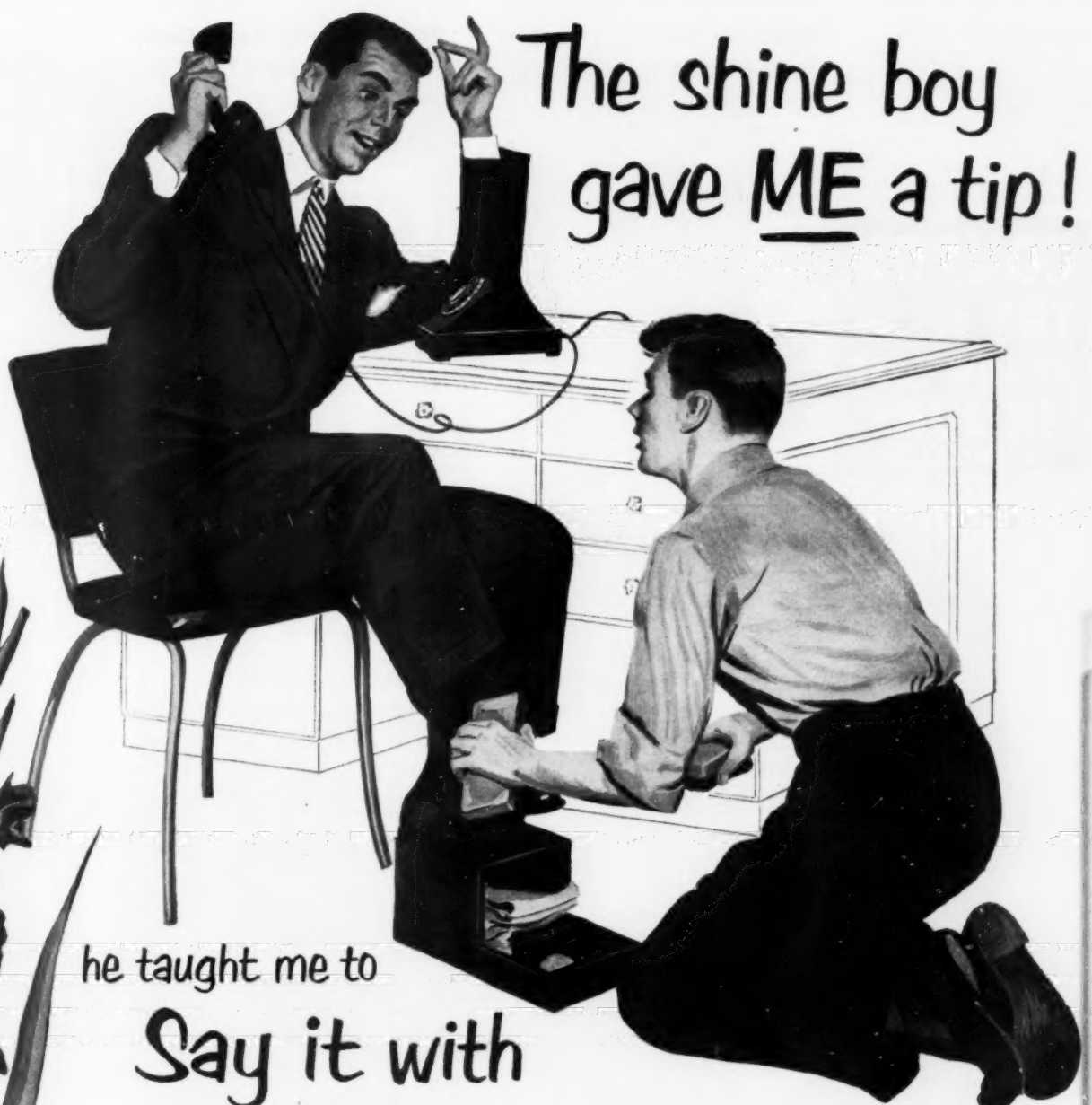
Time Inc. is the eighth sponsor to pick up the tab on NBC's daily early morning TV news show, "Today." The publisher has the 8:20-8:25 a.m., EST, Thursday time slot. Young & Rubicam, New York, is the Time Inc. agency.

WHAT'S GOING ON?

Manufacturers and their advertising agencies are using this inexpensive clipping service for collecting editorial publicity, for making research and market studies, for maintaining competitive advertising files and for developing sales prospects on certain types of products and services.

Ask for New Booklet No. 50 "Magazine Clippings Aid Business"

BACON'S CLIPPING BUREAU
Business Papers • Farm Publications
Consumer Magazines
343 So. Dearborn St., Chicago 4



The shine boy
gave ME a tip!

he taught me to

Say it with FLOWERS-BY-WIRE

I buzzed Miss Marlin that the bottom had dropped out. Ace Products—a big boy on our books—was showing at the Trade Fair in Seattle. Production bugs would keep me burning the midnight oil here.

With a quick grin, George, the shoe-shine boy pipes up, "Why don't you wire flowers?"

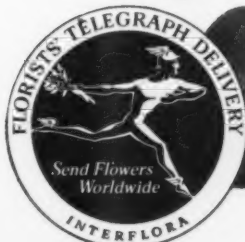
My brother who works in a flower store is always delivering flowers to big-shots".

Quick as a phone call I wired flowers to the customer's booth.

The dollar I gave George wasn't nearly as valuable as the tip he gave me:
If you want to say it with a smile . . . say it with Flowers-By-Wire.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

Headquarters: Detroit, Michigan



Look for the famous F.T.D. Mercury Emblem.
It identifies the right shops!

FLOWERS ARE BEAUTIFUL BUSINESS BUILDERS

On opening days • on anniversaries • on special events • as a "thank you" for the order • on almost any business occasion • for those at home when you're away.

You can wire flowers to anywhere . . . from anywhere . . . more than 18,000 F.T.D. and Interflora Member Shops at your service!

Adwomen Give Award

The Erma Proetz Award will be given for the eighth year by the Women's Advertising Club of St. Louis. Competition is open to women doing creative work in advertising. Work submitted must be postmarked no later than April 10. Details and entry blanks may be had from Mrs. Blossom Streeter, 706 Chestnut St., St. Louis 1.

'Redbook' Boosts Rates; Offers Discount Choice

(Continued from Page 1)
ment has its own rates and its own system of discounts, and advertisers can't combine schedules in two departments to earn larger discounts.

Because the new rates are being established at a time of year that doesn't coincide with most fiscal or calendar operations, Redbook will let each advertiser change his contract year once, so that it starts and ends in a convenient period for him.

The new aspect of the Redbook discount structure—the volume feature—will not be retroactive. However, the magazine will "honor performance" for the period from January through July, and include these insertions in figuring the discount bracket into which an advertiser's schedule falls.

Redbook is a relative newcomer to the group of magazines offering discounts. Last year (AA, Feb. 19, '31) the publication first announced that it would offer a continuity discount of 5% to advertisers using 12 straight issues.

It also said, last year, that it was taking steps to set a reasonable rate holder clause. Schedules made up of mixed space units get lower rates in higher discount brackets except when use of the smaller units lowers the total cost of the campaign below the amount which the larger units would have cost at their earned rates.

The new volume discount option brings Redbook into line with two other McCall Corp. publications—McCall's and Better Living. Effective last September, McCall's and Better Living announced that discounts would be based on (1) frequency—12 consecutive issues; (2) volume of space in the given time period, and (3) volume of space in both publications, if the volume exceeds a minimum figure.

St. Louis Daily Cuts Off Stores in Fair Trade War

St. Louis, March 6—Both sides dug in for a long siege this week in the private "fair trade" fight between the St. Louis Post-Dispatch and local druggists.

Most of the drug stores in and around St. Louis sell the daily and Sunday newspaper. A number also act as want ad stations for the paper. A couple of weeks ago, after the Post-Dispatch ran a cartoon depicting advocates of fair trade as a drooling hog, druggists handling the paper began cutting prices on it, and also offering a 15% discount on want ads. Daily papers, normally priced at 5c, were sold for 4c. The 15c Sunday issue was sold for 13c.

Last week the board of directors of the Retail Druggists Assn. of St. Louis, said to have some 1,500 members, endorsed the move.

The idea is to change the P-D's thinking about fair trade by demonstrating what happens to a product when its price is cut.

■ Some 200 drug stores joined in the cut price movement. Last week the P-D cut the supply of papers going to these stores. This week, as lines became more tightly drawn, the newspaper cut the offending stores off its list entirely. It also published an editorial Sunday which said, in part:

"The right of the producer to name his price and to undertake to enforce that price—'fair trade' law or no 'fair trade' law—is clear. If he sets his price too high competition will take care of that. If the retailer, to serve his own needs, cuts or raises that price, the right of the producer to protect his price by finding other outlets for the sale of his product is equally clear. In this way he can protect himself. He does not need to turn to the state for protection."

The druggists are equally adamant. Herman Winkelmann, president of the local druggists' association, implied that legal action might be taken against the P-D for alleged violation of the anti-trust law.

■ An interesting sidelight is that Missouri is one of the three states which has never had a fair trade law. The Post-Dispatch is not the only paper in the state opposed to such laws, but its cartoon was apparently the last straw as far as the druggists are concerned.

Quietly sitting on the sidelines and not affected by the warfare is the Globe-Democrat, the other St. Louis newspaper. The two papers have been in a nip-and-tuck contest for circulation supremacy and the Globe-Democrat can be assumed to be having a quiet chuckle out of the warfare. The Post-Dispatch isn't talking for publication, but pooh-poohs any notion that the war is making any serious difference in either circulation or advertising.

Handles Gillette in Mexico

Gillette Safety Razor Co., Boston, has appointed Noble Advertising, Mexico City, to handle its advertising in Mexico. The Noble agency replaces Foote, Cone & Belding, which had worked on the account in 17 Latin and South American countries till last Dec. 31. Now seven local agencies and Gillette's export advertising division place advertising in those nations. J. Walter Thompson Co. has Gillette in Argentina and Chile.

Forbes Litho. Names Gonella

Forbes Lithograph Mfg. Co., Boston, has appointed Bruno Gonella to represent it in New Jersey and Pennsylvania. Mr. Gonella has been in the graphic arts field for 30 years, and was once owner of an art service under his own name as well as a partner in Bruno-Hewitt Co., art and design company.

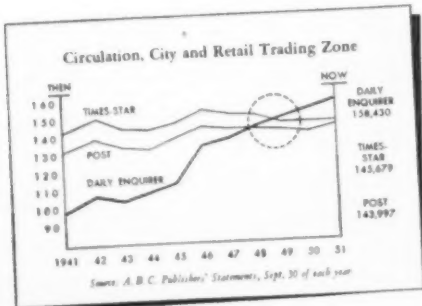
J&J Names Wilken, Burge

Tek Hughes division of Johnson & Johnson, Watervliet, N. Y., has appointed Gene D. Wilken director of sales. He was recently manager of the field sales force for Tek Hughes. David E. Burge, director of merchandising, has been assigned the additional duties of director of advertising.

COUPON THE WEST AT LOW COST IN JUNE
SEE PAGE 57



"Ob... those? They're all from the space buying department over at J. Walter Youngcam"



Another big tip from the checking dep't: More and more and more... Cincinnati is a morning-newspaper town! Today, the Daily Enquirer has more circulation within the retail trading zone than the total circulation of any other Cincinnati daily.

Represented by Maloney, Regan and Schmitt, Inc.

It's my story. I saving widows IS A DAILY HABIT WITH US

Request a copy of New Marvin's—cause no break in thought by jolts of uneven spacing—give tension relief through emphasis of proper words.

JAY P. WALK, 11 E. Hubbard Street, Chicago 11, Ill.

more than
50 MILLION
COMICS
MAGAZINES
are bought at
newsstands
every month

-more, incidentally, than any other type of magazine



With audited circulations that read like national census figures . . . with more individual titles than all other kinds of magazines put together . . . with an inside track into the hearts and minds of their readers . . . comics books are firmly established as a major publishing force. This, coupled with remarkably low advertising rate-per-thousand circulation, makes comics books a particularly efficient mover of merchandise in the mass market . . . as our advertisers have already learned. We invite you to share their pleasant experience.

National Comics Group

Represented by
Richard A. Feldon & Co., Inc.
205 East 42nd Street
New York 18, N. Y.

CHICAGO LOS ANGELES
SAN FRANCISCO PORTLAND

FAIRCHILD

brings news to the food industry



"Our Salvation Depends Upon Our Printing The News."

WOMEN'S WEAR DAILY

DAILY NEWS RECORD

Supermarket News

Supermarket News will be the only National Weekly Newspaper in the food field. News is vitally important to America's largest business—over \$36,000,000,000 at retail. News is the pilot in the shoals of an industry with the lowest mark-up, the fastest turn-over, and the most perishable product.

The faster the news the better—and the more profitable for the growers, breeders, processors, and retailers — as well as those who provide the wherewithal for faster, sightlier, and easier distribution.

SUPERMARKET NEWS will be first with the news—because FAIRCHILD is geared to provide that news—for it is first with the news in every industry we cover:

Our own giant presses that print 40,000 newspapers an hour;

350 correspondents around the world;

Branch offices in 24 American cities;

Major wire services that vie with top newspapers in any country;

A personnel staff of 1600.

SUPERMARKET NEWS will concentrate on the fastest growing segment of the food business. It will cover this segment from top echelon to local store managers.

It will be the only national weekly newspaper in the food field.

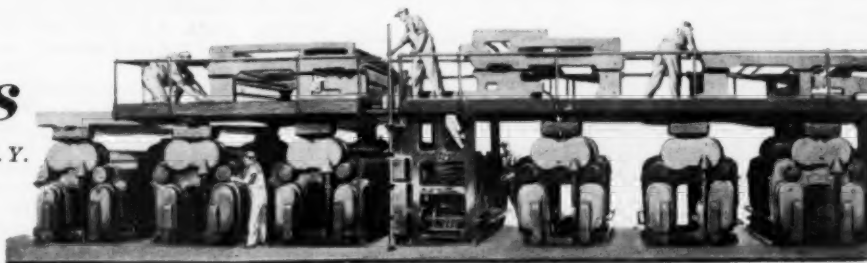
If you have an equity in food, you have a stake in SUPERMARKET NEWS.

Introductory subscription rate — \$1.00 a year.

Supermarket News

A Fairchild Publication 7 East 12th Street, New York 3, N. Y.

RETAILING DAILY FOOTWEAR NEWS MEN'S WEAR



Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1336), 801 Second Ave., New York (MU 4-9100), National Press Bldg., Washington 4, D. C. (Re 7491); G. D. CRAIG JR., president and publisher; S. K. BERNSTEIN, C. L. BRUNS, vice-presidents; C. B. GROOMES, treasurer.

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Los Angeles (17): Simpson-Reilly Ltd., 1729 W. Eighth St., Walter S. Reilly, Pacific Coast Manager
San Francisco (3): Simpson-Reilly Ltd., 783 Market St., Wm. Blair Smith, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year afloat. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Why Not a Loss Leader Law?

As AA reported last week, the government seems to be more confused about fair trade than anyone else. At one and the same time, Justice takes a wide swipe at Sunbeam Corp. for "price fixing," and Secretary of Commerce Sawyer says fair trade is a good thing. It seems a little hard to match the two actions up.

The fair trade situation is already loaded with so many violent opinions pro and con that it seems a little silly to get into the fray. But what have we to lose, except our business and our health?

Here's the situation:

One group says fair trade hurts the consumer, raises prices, prohibits the free play of competition. The other group says fair trade protects the little retailer and the consumer against loss leader selling. Loss leader selling, they say, not only hurts the owner of a brand name, but it is a fraud on the public. Nobody makes money on loss leaders, and the idea is to bring customers in with a leader and then sell them other things with decent markups.

We are not going to debate the relative merits of either side's claims. What we want to point out is that, to many people, it seems as though both sides insist on all or nothing. Either we must have fair trade, with full protection for any markup the manufacturer feels like allowing, or we must have complete freedom to sell branded goods at any price—including a below cost price—which the retailer feels like setting.

Nobody mentions a possible compromise.

But such a compromise already exists, in the form of so-called "unfair competition" laws in one or two states. These laws do not protect the retail price, but they prohibit the sale of goods below cost plus a modest (and usually unsatisfactory) markup. In other words, they do not prevent loss leader selling fully, but they do prevent vicious loss leader selling.

It may be that this type of compromise pleases no one, and for very good reasons. But it does strike us as the kind of compromise that could be sold to lawmakers and the public without much trouble.

Does anyone care to comment?

The Little Man Grows Bigger

It is almost shocking to learn that retail clothiers are being urged to sell style trends directly to men, instead of indirectly through their womenfolk. Yet that is exactly what Bill Howard, Young & Rubicam v.p., told the National Assn. of Retail Clothiers and Furnishers a week ago.

We'll buy the idea, though. If it doesn't do anything else, it appeals to our male ego.

The big trouble in the men's wear field, it has always seemed to us, isn't a problem of which sex gets the sell. It's a problem of filling a big gap in the middle.

Men's wear and men's fashion advertising, we've always suspected, is strong at both the high style and the price-price-price ends, but woefully weak in between. Too much of it scares the ordinary Joe by sounding like Palm Beach 30 years ago, or repels him by sounding like a bargain basement. And too little of it seems pointed at the man, who wants to be reasonably well dressed, and reasonably up to date on style, but doesn't have a \$5,000 yearly budget for clothes.

Maybe if this middle gap were filled a little more carefully, it wouldn't make too much difference which sex the copy was pitched to. Maybe Joe and his wife don't feel as differently about men's clothes and furnishings as some of us might think. Maybe the old man has been letting his missus pick his clothes and resisting their purchase because nobody has ever come very close to talking clothes and furnishings in language that means very much to him.



—Wall Street Journal

"We want to send this out to be photostated."

What They're Saying

Social Drinking and Executive Efficiency

...Over and above the staggering toll taken by out-and-out chronic alcoholism, alcohol—in the guise of social drinking—also exacts a hidden penalty from industry, recent studies disclose. According to controlled experiments, the executive or factory worker who will never become a chronic alcoholic, and who doesn't think twice when taking a cocktail or a couple of beers while fraternizing at lunch, suffers a distinct drop in efficiency when he returns to work. After one highball (or two glasses of 4% beer), the number of errors he makes is likely to increase about 30%. When double this amount is consumed, the researchers have found, it requires 10% more time than normal for him to make a decision—and double the number of errors result from lack of coordination. The moral, say the investigators, is obvious: On days when an executive must keep all his wits about him, social drinking is best confined to the conventional cocktail hours.

—Strictly Personnel column in the January issue of "Personnel," published by American Management Assn.

Skelton on Commercials

Now, ladies and gentlemen, every week at this time, we have what is known as a commercial, which you know about, and we sell Tide, the washday miracle that gets clothes cleaner than any soap. Washday prints, they come out dazzling bright and the glassware is really sparkling.

That's about all the commercial we're going to give you. I have something to... this is my own opinion—no one has anything else to do with this. I was at some people's house the other night. When the commercial came on they sat there and enjoyed the show but they got up and gave the dial a little twist.

Out of the 27 minutes I'm out here—or any other half-hour program—the most the sponsor is al-

lowed is only three minutes out of that 30 minutes to tell you about his wonderful product.

I think courtesy travels both ways. If you only listen just one minute, you hear the nice things that they have to say or to do—not only our product, Tide, but any other network program or your local programs, too.

As you all know, we are in our infancy in television. And, if you listen to what the sponsors have to say, within a year they will be able to give you much more entertainment and much more coverage.

That's about all—I just thought I would mention it.

—Red Skelton, in the middle of his television show on NBC Feb. 17.

Follow the Leader

Leadership in male fashion was vacated in the 1930s by the Duke of Windsor. The vacancy never has been filled. Heir apparent is Prince Consort, Duke of Edinburgh. Whether he accepts or not is up to him; if he does, the men's wear industry on this side of the Atlantic will be delighted. The Duke has been in Navy uniform a great deal in recent years. Preferences in attire lean toward simplicity and economy. Likes single breasted sport jacket with side vents; double breasted business suit, buttons both buttons.

—Fairchild Facts, published by Fairchild Publications Inc., New York.

The Tax Trend

Tax legislation of the last few years has been shaped by the fact that for our political leaders increases in corporate taxes have represented the easiest and most politically expedient course. It remains for American enterprises, and for those who own these enterprises, to oppose this trend and to insist that our spending and taxing programs take into account the need to encourage the savings and investment essential to the growth of the entire economy.

—Ralph Cordier, president, General Electric Co., in "Share Owners Quarterly," January issue.

Rough Proofs

With Schlitz on the front pages by virtue of its sudden agency shift, there seems to be no doubt as to which beer has made Milwaukee famous.

Schlitz is the beer in brown bottles, but to the agency which has lost a \$7,000,000 advertising account, they may very well have acquired a tinge of blue.

Although he found it wise to be diplomatic and careful in his utterances as chairman of the FCC, the new TV consultant of Time Inc. will no longer have to be Coy.

Sunbeam, now being sued by the Department of Justice for resale price maintenance, sees a ray of sunshine in the strong endorsement given fair trade by Secretary of Commerce Sawyer.

Gladys the beautiful receptionist says she sees a dog food manufacturer is now making his product of whale meat, and she's sure Catholic dogs know they will be able to eat it on Friday.

Lester S. Kellogg says statistics can be juggled to mean almost anything.

Wasn't it Mark Twain who said there are liars, damn liars and statisticians?

Although government statistics are biased for labor, in the view of some business men, it's just possible they are biased mainly in the direction of keeping inflation from rearing its ugly head so high in the cost of living figures.

Agency networks now bill over \$100,000,000 a year, reports the world's greatest advertising journal.

Looks as if the agency nets really work.

William H. Howard says the men's wear industry should sell new fashion trends to men, instead of through women.

Is this the beginning of a revolt against "never underestimate the power of"?

Dave Brown says Ned Jordan's famous "Laramie" ad had no intellectual content, but was "an instinctive selection of imagination-tickling symbols, loosely strung together in good gutsy rhythm."

And it's just too bad that kind of advertising can't be taught.

The FCC is holding up license renewals of several radio stations which regularly broadcast racing results, in spite of the fact that the sport of kings contributes importantly to the thing governments are most interested in—taxes.

This is National Smile Week, Gibson Art Co. assures you, even though it is also the time when you must settle your income tax account with Uncle Sam.

A Florida agency seeking a new partner says its accounts are permanent, which suggests that the sunshine state has more to offer than bumper crops of citrus fruits, tourists and bathing girls.

COPY CUT.

IN PHILADELPHIA, THE NATION'S 3rd MARKET, THINGS ARE STILL

Booming!

Better transportation facilities in this vast marketing area of 4,500,000 people are under way now...with more coming!

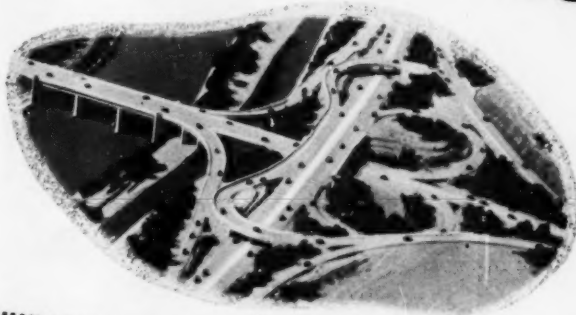


Photo: Courtesy Philadelphia City Planning Commission

SCHUYLKILL EXPRESSWAY WILL BE A VITAL LINK IN PHILADELPHIA'S NEW HIGHWAY SYSTEM

Multi-million dollar projects like this expressway, new bridges and grade-separated interchanges connecting with both New Jersey and Pennsylvania Turnpikes, will greatly expedite the flow of traffic in this already bustling center of commerce and industry... will make Philadelphia's highway system second to none!

The Inquirer, the city's First newspaper keeps pace...serves the entire area!



THE INQUIRER LEADS ALL OTHER NEWSPAPERS IN GENERAL ADVERTISING LINAGE

By an ever-increasing margin, THE INQUIRER's position of leadership has been secured. In every major classification... and in total advertising linage... THE INQUIRER is first in Philadelphia, first choice of advertisers who want results in this booming area!

Now in its 19th Consecutive Year of Total Advertising Leadership in Philadelphia!



The Philadelphia Inquirer

Philadelphia Prefers the Inquirer

THE



VANISHING AMERICAN?

Any salesman is a friend of ours.

We're particularly drawn to those who go directly to the home to sell, because that's the kind of thing we do.

But you don't see so many of them at people's front doors as you used to. In fact they've even had the door slammed in their faces by law in some 400 localities.

We hate to think we helped to make things tougher for them. But while they were standing outside punching away at the doorbell, we were already in the living room, selling on the television screen.

Today, we make as many as four million home demonstrations an hour in sixty-two major markets. We call *by invitation* as often as five times a week. And the lady

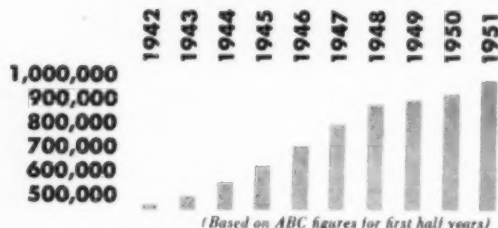


of the house gives us her attention... not for just a hurried moment or two, but for two full selling hours each day.

We would be happy to demonstrate how effectively we can sell your products via Daytime Television. But better hurry. There aren't too many hours left in the day.

CBS TELEVISION

Twice as many with double the median income!



This chart tells the story of the steady growth of The Elks Magazine audience which has doubled its subscribers in 10 years.

Significance is added to such progress when you know that Elks' incomes are double the national median. This assures a growing class income market at mass advertising rates.

THE Elks MAGAZINE

New York • Chicago • Detroit • Los Angeles



WORCESTER stands 4th • WORCESTER stands 4th • WORCESTER stands 4th

WORCESTER stands 4th • WORCESTER stands 4th • WORCESTER stands 4th • WORCESTER stands 4th

WORCESTER stands 4th • WORCESTER stands 4th • WORCESTER stands 4th • WORCESTER stands 4th

WORCESTER... 4th Most Popular Test Market, 150,000 to 250,000 Population

Take the word of media men all over the country that the Worcester Market is well-balanced for test campaigns. Sales Management's 1950 Test Market Survey places Worcester 4th in that category among the nation's population centers in the 150,000 to 250,000 group, and 22nd in the nation for cities of all sizes.

In addition, the high buying power of this active Central New England Market — \$757,761,000* puts power plus in your test promotions.

You'll find the Worcester Telegram-Gazette co-operative media in any of your test market plans. Write for copies of our two folders, "Worcester — 4th Best Test Market", and "Worcester—Now 29th Food Market In The Nation."

*Source: Copyright 1951 Sales Management Survey of Buying Power; further reproduction not licensed.

1. high buying power



2. intensive newspaper coverage

Worcester's
Wondrous
Twins



The TELEGRAM-GAZETTE WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES
OWNERS OF RADIO STATION WTAG and WTAG-FM

Senate Restricts Smokey Bear Symbol to Public Service

WASHINGTON, March 4—The Senate last week gave the Secretary of Agriculture power to prevent the use by private business of the "Smokey Bear" symbol.

Smokey has been used by the Advertising Council in its anti-forest fire ads. The symbol was devised by a Foote, Cone & Belding task force working on the fire prevention project. It will still be used for public service ads.

"The main purpose of the legislation," the Forest Service says, "is to protect the good will which has been built up as a result of the \$5,000,000 to \$6,000,000-a-year in advertising which the Forest Service is getting through the Advertising Council."

■ Senate action on the matter arose because the government cannot register its own trademarks. Smokey Bear products developed by promoters irk state education boards, which cooperate in the anti-fire drive.

The Smokey Bear Act (S. 2322) provides a \$250 fine or six-month prison term for unauthorized use of the symbol. The Secretary of Agriculture can okay uses of Smokey "consistent with the public interest."

Regulations for the use of Smokey will be made in consultation with the Ad Council. Its continued use in public service ads will be encouraged. However, where a product is consistent with original anti-fire objectives, selected selling licenses may be granted. An application already has been received for a Smokey Bear line of ashtrays to be sold at national parks and other outdoor stands.

Crosley Creates Two Sales Groups; Bleeps Heads Them

Crosley division of Avco Mfg. Corp., Cincinnati, has created separate sales organizations for refrigerators and appliances and for television and radio. W. A. Bleeps, v.p. in charge of Crosley sales, heads both organizations. F. F. Duggan, general sales manager of American kitchens division, has been appointed general sales manager for refrigerators and appliances. E. W. Gaughan, Crosley eastern divisional sales manager, has been named general sales manager for television and radio.

Other appointments on the Crosley staff have been made. L. F. Cramer, in addition to his duties as assistant general manager, will coordinate all television and radio functions. R. K. White has been appointed assistant general sales manager in charge of coordinating advertising, promotional and public relations activities. R. H. Schneberger has been named general service manager.

Promotes Future Products

Cambridge Thermionic Corp., Cambridge, Mass., will run full-page copy with "future" appeal each month during 1952 in Electrical Manufacturing. Designed to prepare the way for new products in the electrical component market, the ads quiz "How far ahead are YOU thinking?" Artwork depicts such advanced products as solar energy plants, two-way home television, etc. James Thomas Chirurg Co., Boston and New York, is the agency.

Artists Club Elects

The Artists Club of San Francisco has elected Chuck Centanni president. Other officers elected are Amado Gonzales, 1st v.p.; George Zacharie, 2nd v.p.; Peggy Bach, secretary, and Max Landphere, treasurer.

MAB Appoints Boyles

Magazine Advertising Bureau has appointed Houston Boyles, formerly with L. E. McGiverna Inc., to the newly created position of merchandising director.

Getting Personal

At a staff dinner celebrating the 25th anniversary of the Tandy Advertising Agency, Toronto, J. P. Hamilton, president, and R. C. Morgan, production manager, were given coonskin caps as a symbol of their pioneer status. Both have been members of the company since its inception Jan. 22, 1927...

Gerald L. Seaman, radio director of the Bert S. Gittins agency in Milwaukee, left March 2 for a 25-day tour of 11 South and Central American countries to survey agricultural conditions and check on the Allis-Chalmers export market. With him are...

Floyd J. Mischke, manager of the Allis-Chalmers tractor division (Gittins account), and Everett Mitchell, Chicago, emcee of the A-C sponsored National Farm and Home Hour (NBC)...

Also in South America is Richard H. Hobbs, v.p. of Irwin Vladimir & Co. of Illinois and manager of the agency's Chicago office. He'll be back early in April. Betty Perkins Newman has resigned from the staff of KPDQ, Portland, Ore., to join her husband, Sgt. Don Newman, who is stationed in Tokyo...

Mr. and Mrs. William J. Beaton (he's manager of KWKW, Pasadena) have announced the engagement of their daughter, Tessie Ann, to James Graham Damon, who is program operations manager for the Hollywood NBC-TV station, KNBH...

Jean Wade Rindlaub, BBDO v.p. and 1951's Advertising Woman of the Year, has been made an honorary v.p. of Gamma Alpha Chi, national ad fraternity for women. A Chicagoan honored by the same group is Anne Gaspard, of J. Walter Thompson Co.'s creative writing staff. At the University of Wisconsin chapter's Honors Day banquet Feb. 21 she was named outstanding area woman in advertising. Anne was chairman of the committee in the Women's Advertising Club of Chicago that turned out the prize-winning educational film, "Do You Belong in Advertising?"...



FUND RAISERS—Kay Walsh, fashion coordinator of Saks Fifth Ave., Chicago, and directors of "Complete Coverage," a fashion show to be sponsored by the Junior Women's Advertising Club of Chicago, check over program plans. The show will be presented March 13 at Foote, Cone & Belding's auditorium in Chicago to raise funds for the JWAC annual woman's ad scholarship at the University of Illinois. Left to right: Lysbeth Stayton, Foote, Cone & Belding; Irene Hellyer, script writer for Radio Features; Miss Walsh, and Dorothy Johnson of Whitaker & Baxter, Chicago public relations firm.

Harry Renfro, assistant to Chet Thomas, general manager of KXOK, has been appointed publicity chairman of the Marine Corps Citizens Committee in St. Louis. He returned not long ago from an 18-month tour of duty with the Marines as a correspondent in Korea...

James Norman, general sales manager of Williamson-Dickie Mfg. Co., Fort Worth, contributed a matched set of Dickies work shirt and pants to the door prizes at a meeting of the Fort Worth Sales Executives Club not long ago. And at this meeting, Williamson-Dickie's president, C. D. Williamson, was one of the guests. And who, out of the 130 guests, won in the drawing for the Dickies set? Mr. Williamson, naturally, but he gallantly asked that another winner be picked...

One of the Four A's newest members sees "A" coincidence in the fact it is Atherton Advertising Agency, headed by Alfred A. Atherton, and the name of Mr. Atherton's secretary is Alice A. Asdour.

Samson Bosin, sales manager of Federal Advertising Corp., the New Jersey outdoor ad company, has been added to the board of directors of the Greater Paterson Chamber of Commerce...



Sales Must Be Forged, too

The metals industry has made vast strides since the day of the hammer and anvil. Today giant stamping presses produce more in one hour than the metal artisan could fashion in months.

Sales methods, too, have kept pace with accelerated production in the metals field. Today, many leaders in this major industry rely heavily on the pages of *Business Week* to speed the selling process. They have found that *Business Week* helps lower their sales costs . . . gives them a high return on their advertising dollars.

REASON: *Business Week* is read by a highly concentrated audience of Management-Men . . . executives who make or influence buying decisions for their firms. This is the group the metals industry must reach, and *Business Week* enables it to accomplish its objective with a minimum of waste circulation.

As a result, *Business Week* regularly carries more pages of metals advertising—more pages of advertising directed at every major business and industrial field—than any other general business or news magazine.

YOU ADVERTISE IN BUSINESS WEEK WHEN
YOU WANT TO INFLUENCE MANAGEMENT-MEN

BUSINESS WEEK

330 WEST 42ND STREET, NEW YORK 18, N. Y.



These Metal Producing Companies Reached the Management Market in 1951 through Business Week

Acme Steel Company
Aetna Ball & Roller Bearing Co.
Alan Wood Steel Company
Allegheny Ludlum Steel Corp.
Aluminum Co. of America
Aluminum Seal Co.
American Nickeloid Co.
Armco Steel Corp.
(Sheffield Steel Corp.)
Barium Steel Corp.
Bethlehem Steel Co.
Bohn Aluminum & Brass Corp.
Bristol Brass Corp.
Byers, A. M., Co.
Carpenter Steel Co., The
Cold Metal Products Co.
Colorado Fuel & Iron Corp.
(Wickwire Spencer Steel Div.)
Copperweld Steel Co.
Crucible Steel Co. of America
Dow Chemical Company
Fallonsbee Steel Corp.
General Electric Co.
(Carboloy Co., Inc.)
Inland Steel Co.
International Nickel Co., Inc.
Johnson Bronze Co.
Jones & Laughlin Steel Corp.

Kaiser Aluminum
& Chemical Corp.
Kennametal, Inc.
Keystone Steel & Wire Co.
Lukens Steel Company
National Steel Corp.
Pittsburgh Steel Co.
Porter, H. K., Co., Inc.
Remington Arms Co.
Republic Steel Corp.
Revere Copper & Brass, Inc.
Reynolds Metals Co.
Roebling's, John A., Sons Co.
Ryersson, J. T., & Son, Inc.
Sharon Steel Corp.
Signode Steel Strapping Co.
Solar Steel Corp.
Superior Steel Corp.
Timken Roller Bearing Co.
Torrington Co., The
Truscon Steel Co.
U. S. Steel Corp.
(Cyclone Fence Div.)
(U. S. Steel Supply Div.)
Van Leer Metal Products Co.
Wheeling Steel Corp.
Youngstown Sheet & Tube Co.

Source: Publishers Information Bureau, Jan.-Dec., 1951

A MCGRAW-HILL PUBLICATION

Court Sets Aside FTC Order On Movie Ad Contracts

The U. S. fifth circuit court of appeals has set aside an order of the Federal Trade Commission holding that contracts of Motion Picture Advertising Service Co., New Orleans, and of United Film

Service Inc., Kansas City, for more than a year's duration are in restraint of trade.

The court said that because space and time for ads on motion picture screens was limited, and with distribution making it necessary that there be assured outlets for

a reasonable time, "the method of soliciting and obtaining exclusive contracts with exhibitors for longer periods than one year was not unfair or unreasonable..."

Names Cunningham & Walsh

Cunningham & Walsh, New York, has been named to handle editorial and circulation promotion advertising for the *New York News*, Radio and TV will be the primary media. Space selling promotional advertising for the paper remains with L. E. McGivena & Co., New York.

Stearns Joins NBC-TV Sales

Luellen L. Stearns of the spot sales department of CBS Television has been named TV spot sales manager for the eastern division of National Broadcasting Co., New York.

Gernand Named Art Director

Robert W. Gernand, formerly art director for Rogers & Smith, Chicago, has been appointed art director of Brodsky Advertising, Chicago.

We'll Fight Justice Suit to the End. Sunbeam Tells Its Appliance Dealers

CHICAGO, March 4—Sunbeam Corp. will fight to the end to protect its fair trade agreements.

The Chicago appliance maker has minced no words in issuing a public reply to the civil suit filed by the Department of Justice (AA, March 3). The department charged that Sunbeam's resale price agreements are in restraint of trade and violate the Sherman Act.

Sunbeam's rejoinder takes no issue with the suit's description of Sunbeam's price contracts. On the contrary, the company claims these fair trade practices help "the distributors, the dealers and the public."

The reply—issued in the form of a letter to Sunbeam's 1,200 distributors—also singles out the Justice Department for a special attack.

"We all know that the Depart-

ment of Justice is antagonistic to fair trade," said Sunbeam, pointing out that government attorneys have asked for repeal of "laws authorizing contractual systems."

However, the appliance maker notes that, on the same day the Justice Department suit was filed, the House interstate commerce committee voted 27 to 3 to approve a "new bill to legalize not only a contractual system, such as ours, but to fully restore and even strengthen the former non-signer system which the Schwegmann case stopped."

This legislation, Sunbeam points out, brought into the open a split in government ranks. As the Justice Department filed suit against Sunbeam, Commerce Secretary Charles Sawyer told the House committee he approved stronger fair trade laws.

Sunbeam says that if Congress passes this new legislation, the Justice Department suit would "become academic." Elimination of fair trade, it says, leads to "unrestrained price cutting" which drives "nationally advertised brands from the market."

"You all know," continues the Sunbeam letter, "that two prominent national brand appliance manufacturers have had to change their marketing practices because the continuing price wars had made it unprofitable for the distributor to handle their items."

Sunbeam adds that as a result of the New York price war its factory sales in that area fell off 17.68% for 1951, compared to a national drop of 8.79% for Sunbeam's line.

Hicks & Greist Appoints Nine People to Its Staff

Hicks & Greist, New York, has added the following personnel in recent weeks: Frank H. Egidi, formerly v.p. of Island Lamp Distributors, as assistant account executive; and William E. Montgomery, formerly art director at Federal Advertising, as art director.

Also, Andrew C. Isaacson, previously copy chief of Loeser's department store; Robert L. Edens, formerly copy supervisor of Kal, Ehrlich & Merrick, Washington, D. C.; William E. Foster, last with Fuller & Smith & Ross; Richard Sala, formerly art director of *World Petroleum*; Bernard Handelman, previously art director of Diamond Sales Corp.; Paul A. Siladi, formerly production manager of Shulton Inc.; and William A. Negro, previously production manager with Walter Weir Inc.

Whirlpool Corp. Names Three

Whirlpool Corp., St. Joseph, Mich., has elected Robert M. Mitchell and Robert C. Upton v.p.s. Mr. Mitchell has been general sales manager of the company for



Mitchell Upton Howard

the last two years. Mr. Upton will manage industrial and public relations. LeRoy W. Howard has been promoted from sales engineer to marketing director. John M. Crouse continues as sales manager for the Whirlpool line of home laundry equipment.

Two Appoint Snider Agency

The Kree Institute of Electrolysis, Kree Electrolysis Apparatus Co. and the Rita Hale Salons have appointed A. M. Snider & Co., New York, to direct their advertising. Expanded programs in consumer and business publications are planned.

SOARING!

Millions of service men and their dependents provide a constantly growing market for consumer goods and services. Smart advertisers and agency men sell this market through the network of weekly *TIMES* papers. Editions published at home, in Europe and in Japan, for each of the three services, may be bought individually or in any combination tailored to fit distribution all over the world. GET THE FACTS—Our booklet "Mass Selling & Sampling to the Millions" is packed with data, and describes the valuable merchandising services available to advertisers. Request your free copy from nearest advertising office.

Army Times—Air Force Times—Navy Times

Members: Audit Bureau of Circulations

(Est'd 20 October 1951)

The Network of Weekly Newspapers reaching the U. S. Armed Forces Everywhere

Washington: 3132 M St., N.W.

Phila: R. W. McCarney, 1015 Chestnut St.

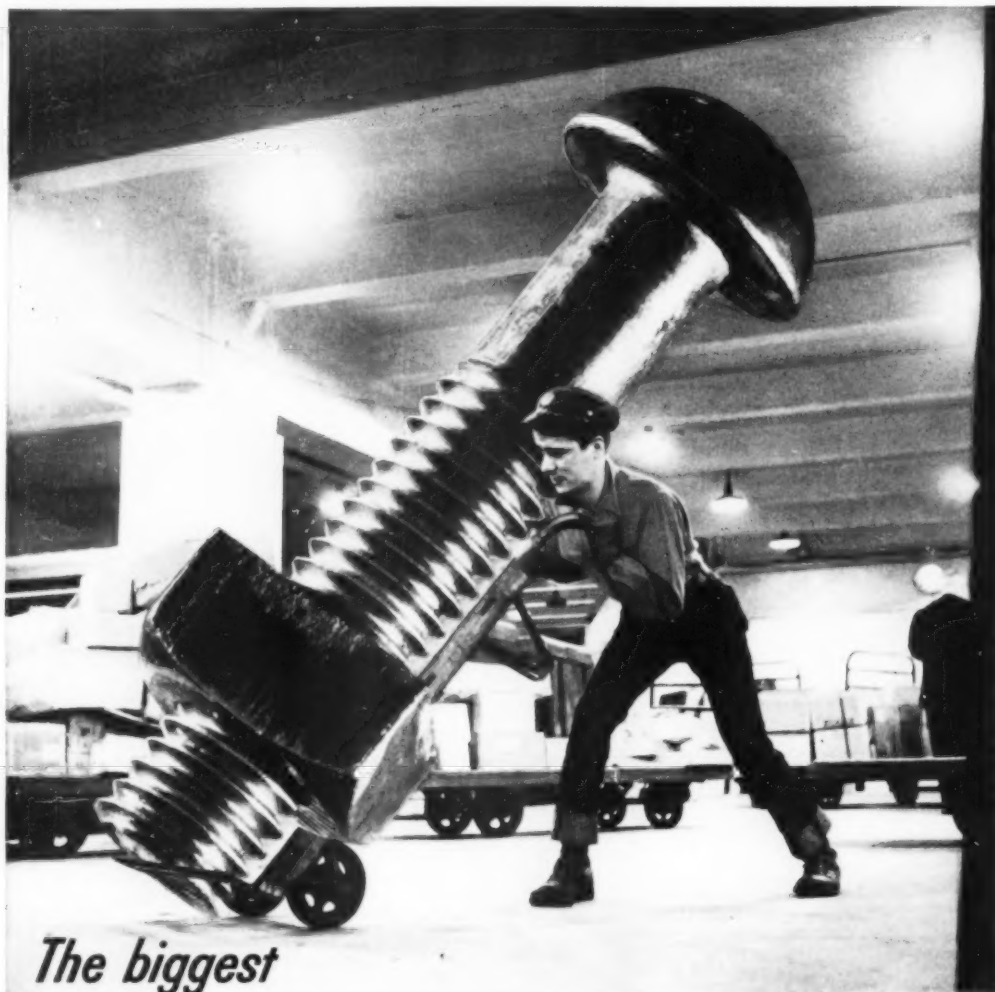
New York: 41 East 42nd St.

Los Angeles: 6399 Wilshire Blvd.

Chicago: 203 N. Wabash Ave.

San Francisco: Monadnock Bldg.

Also: LONDON — FRANKFURT — TOKYO



**The biggest
"small part"
in the world!**

What does he do? He cuts replacement time from days to hours. He gets needed parts the world's fastest way—via Air Express!

The money saved by Air Express speed is figured in millions—but its cost is counted in pennies. Whether you need steel bolts or bolts of cloth, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets top priority of all commercial shipping services—gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the

way, gets a receipt upon delivery.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulation affect you? Call your local agent of Railway Express, Air Express Division.



Many of the parts needed in factory production are mighty small. But these parts can loom up mighty large—when they're missing!

For tiny as they are, their absence can halt an entire production line—can cost a manufacturer thousands of dollars every day while he waits for replacements to arrive.

And the sources of supply are often hundreds of miles from his factory!

Harper Predicts 1972 Ad Volume of \$11 Billion

New York, March 4—Marion Harper Jr. expects advertising volume to run about \$11 billion in 1972.

The president of McCann-Erickson also thinks that in 20 years the leading advertising agencies "will have become increasingly marketing agencies integrating into general business counsel all of the factors that go into the movement of consumer and industrial goods."

Distribution costs will not be lowered materially by 1972, he told the New York chapter of the American Marketing Assn. last week. But the share of advertising in the total costs of distribution "will be further reduced."

■ Mr. Harper looks for great emphasis on "do-it-yourself" in products and advertising 20 years hence. He thinks shorter work weeks, paid vacations, old age pensions and advanced medical knowledge will combine to give advertising "an opportunity to advertise new products and services."

Advertising, he believes, had better watch the trend to decentralizing cities, increased leisure time, increased family income, the growth of home entertainment media and the development of child care.

"The implications for advertising are several. More persons will participate in buying decisions—thus requiring family appeal both in media and copy. There will be a greater emphasis on products and services for the home and family."

■ He said the great increase in production facilities coupled with the broadening base of purchasing power will require the development of even more impersonal methods of distribution and marketing.

"The implications for advertising are important," he said. "For example, advertising will bear a bigger burden of building consumer franchises because of the increased impersonal nature of the retail outlet. The function of research, planning and market strategy will become one of the most important services of the advertising agency."

■ Mr. Harper believes all homes will have TV in 20 years—and that TV will become the No. 1 medium for the large advertiser.

"For the small local advertiser, we will see the development of insertions in television programs similar to the way that insertions are purchased in print media today. Radio may become a medium devoted almost exclusively to music and news. Magazines and newspapers will undergo significant changes in their editorial presentations, thus developing ways of maintaining audiences and actually accomplishing the goal of getting people to spend more time reading."

Mr. Harper said it is certain that new media will enter the field. He said that three-dimensional television and subscription television will become realities, and that facsimile presentation will supplement regular newspapers.

Makes TV Films for du Pont

E. I. du Pont de Nemours & Co., Wilmington, has signed Screen Gems Inc., Hollywood, to produce seven half-hour films for the "Cavalcade of America" series on television. Batten, Barton, Durstine & Osborn is the agency.

Lassco Products to Hutchins

Lassco Products Inc., Rochester, N. Y., has appointed Hutchins Advertising, Rochester, to direct its advertising. Lassco makes paper drills and round cornering machines for the printing trade.

'Baker's Helper' Changes Name to 'Baking Industry'

'Baker's Helper' celebrates its 65th anniversary this year and with its April 12 issue will change its name to 'Baking Industry'.

It is believed the new name will more accurately reflect the publication's scope of service and coverage.

Direct Sellers Hold Meeting

The National Assn. of Direct Selling Companies will hold its 37th annual convention at the New Yorker Hotel, New York, June 1-4.



Marion Harper Jr.

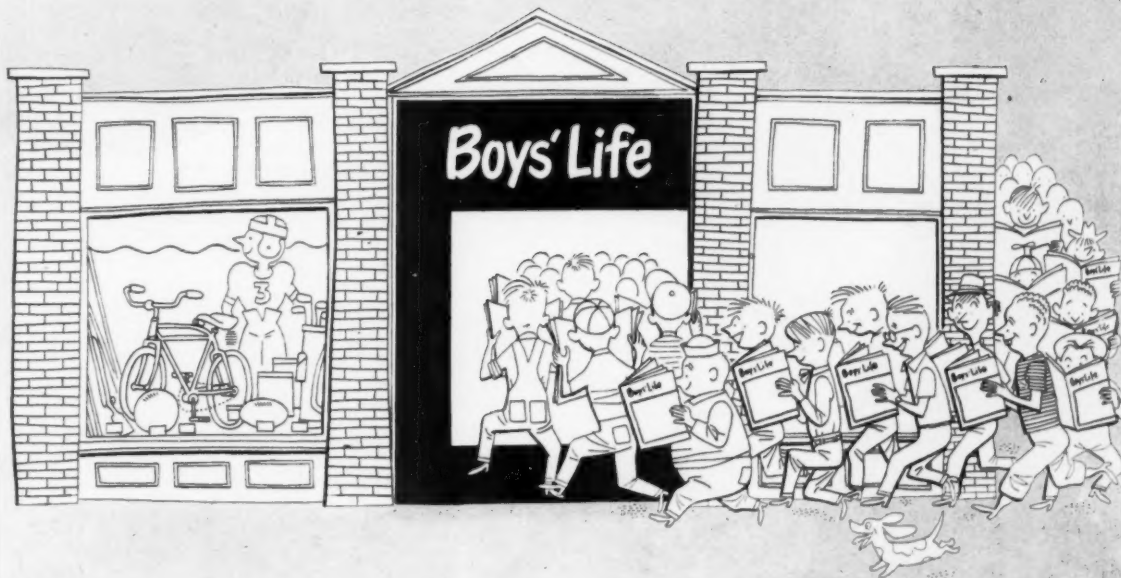
How to GET NEW YORK ART . . .

and National Art, too. Get the Art and Photo Buyers' Guide published by ART DIRECTOR and STUDIO NEWS, trade magazine for the commercial art field. Over 80 different art, photo services listed. Over 1000 artists, photographers, studios listed. PRICE: \$1.00 for the first such Guide ever published.

SPECIAL OFFER! 1-year subscription—12 issues—to ART DIRECTOR & STUDIO NEWS—including the Buyers' Guide only \$2.00

ART DIRECTOR & STUDIO NEWS Dept. A43, 43 East 49th St., N. Y. 17, N. Y.

The point of sale for over 2,000,000 boys each month



Boys' Life
"the national magazine for boys"
Published by The Boy Scouts of America

7 Park Avenue, New York 16, N. Y.
9 W. Washington Street, Chicago, Ill.



U. S. INDIVIDUAL INCOME TAX RETURN

FOR CALENDAR YEAR 1951

1951

Name (PLEASE PRINT. If this is a joint return of husband and wife, use first names of both)
Average Newsweek Family

HOME ADDRESS (PLEASE PRINT. Street and number or rural route)
U. S. A.

Social Security No. **123-45-6789**

Occupation **Executive**

Do not write in these spaces
Serial No.
(Cashier's Stamp)

1. List your name. If your wife (or husband) had no income, or if this is a joint return, list also her (or his) name.
A. Mr. Average Newsweek
B. Mrs. Average Newsweek

C. List names of your children (including stepchildren and legally adopted children) with 1951 gross incomes of less than \$600 who received more than one-half of their support from you in 1951. See Instructions.

D. Enter number of exemptions claimed for close relatives listed in A to D above.

E. Enter total number of exemptions claimed in A to D above.

Check below if at the end of your taxable year you or your wife were—
65 or over Blind
65 or over Blind

On lines A and B below—
If neither 65 nor blind write the figure 1
If either 65 or blind write the figure 2
If both 65 and blind write the figure 3

Number of exemptions for you **1**
Number of her (or his) exemptions **1**

Your exemptions

Please Attach All W-2 Forms Here

Your income

How to figure the tax

Tax due or refund

3. If you received dividends, interest, or any other income, enter the total here.

4. Add income shown in items 2 and 3, and enter the total here. IF YOUR INCOME WAS LESS THAN \$3,000.—Use the tax table on page 4 and enter the amount of tax here. IF YOUR INCOME WAS \$3,000 OR MORE.—Compute tax on page 3. Use standard deductions if to your advantage.

5. (A) Enter your tax from table on page 4, or from line 13, page 3. (B) Enter your self-employment tax from line 31, separate Schedule C.

6. How much have you paid on your 1951 income tax? (A) By tax withheld (in item 2, above). Attach Original Forms W-2. (B) By payments on your 1950 tax not claimed as a refund.

7. If your tax (item 5) is larger than payments (item 6), enter any overpayment on your 1950 tax not claimed as a refund. Enter total here →

8. If your payments (item 6) are larger than your tax (item 5), enter the overpayment here. Enter amount of item 8 you want \$ (Refunded)

\$ 1,682	70	\$ 1,682	70
Enter total here →			
\$ 1,625	40	\$ 1,625	40
Enter total here →			
\$ 57	30	\$ 57	30

Do you owe any prior year Federal tax for which you have been billed? (Yes or No) **NO** If "yes," write her (or his) name and amount. If "yes," write her (or his) name and amount. If "yes," write her (or his) name and amount.

To which Collector's office did you pay amount claimed in item 6 (B), above? **U. S. A.**

I declare under the penalties of perjury that this return (including any accompanying schedules and statements) has been examined by me and to the best of my knowledge and belief is a true, correct, and complete return.

(Signature of person, other than taxpayer, preparing this return) **Mrs. Average Newsweek** (Date) **2/25/52**

(Signature of taxpayer's wife or husband if this is a joint return) **Mrs. Average Newsweek** (Date) **2/25/52**

To assure split-income benefits, husband and wife must include all their income and, even though only one has income, BOTH MUST SIGN.



\$11,269.32*

*Newsweek's families today
enjoy an average income well over
three times the national average

No matter what form you use, the figures still show that today NEWSWEEK is reaching the people with money to spend "after taxes."

In fact—

NEWSWEEK's better-than-800,000 circulation delivers more \$5,000-and-over-income families... per dollar invested... than any other weekly, biweekly or monthly magazine.

So in this year of higher living costs, of advertising dollars that must work harder, it will pay you to schedule NEWSWEEK to sell the people with the spending money.



sells the top of the market!

The BIGGEST rural and small town AUDIENCE in Mid-America



KCMO

50,000 WATTS • 810 KC.
125 E. 31st St., Kansas City, Mo.
or THE KATZ AGENCY

More rural and small-town homes are tuned in to KCMO than to any other station in the area—according to the newly-completed Conlan "Study of Listening Habits" in Mid-America. Your message on KCMO reaches them through programming planned to fit their needs. It's a big, prosperous, loyal audience—and you can reach it best with KCMO.

BofA Holds 30th Annual Dinner on April 24

The Bureau of Advertising, American Newspaper Publishers Assn., will hold its 30th annual dinner at the Waldorf-Astoria, New York, on April 24. The dinner will mark the close of the annual convention of the ANPA.

Member reservations for the dinner are now being accepted. Reservations for non-members of the BofA will open March 17. Edwin S. Friendly, v.p. of the New York World-Telegram & Sun, is dinner chairman.

Chiksan Creates Sales Dept.

Chiksan Co., Brea, Cal., has created a sales development department to handle advertising and sales promotion, sales analysis and market research. E. Nelmes Thomas, formerly assistant manager of the sales promotion division of Commercial Solvents Corp., has been appointed manager.

Newspapers Don't Tell Agencies Enough About Merchandising Services, Says Welch

BRIDGEPORT, CONN., March 4—Collectively, newspapers still offer more merchandising services than any other media. But they aren't doing a good job of making them known to agencies, according to Roland W. Welch, director of merchandising, McCann-Erickson.

Mr. Welch spoke before the New England Newspaper Advertising Executives Assn. and the Advertising Managers Bureau, New York State Dailies.

Newspapers fail to tell about merchandising variations in their markets, he said. Agencies are guilty also, he added, because they don't tell newspapers what kind of support they want for an ad program.

Sheer numbers often create

communications difficulties. Recently, when McCann tried to run a merchandising contest among 175 newspapers carrying one campaign, 50 people had to be contacted, Mr. Welch said.

Knowing your paper's influence, he told the admen, you can best serve the advertiser. The salesman only makes an occasional trip through town. And salesmen, he said, are more enthused over newspaper ads than soap operas or women's magazine schedules.

TV and generally keener competition make merchandising even more important, Mr. Welch said.

"Today the whole media field is putting greater emphasis on merchandising. More advertisers are buying sharper and looking for plus values."

For these and other reasons newspapers must do a better job of telling agencies what they can offer, he said.

■ Newspapers don't make ad pitches for the building materials industry, said Arthur Clifford, v.p. of the A. W. Burritt Co. The industry, in all its phases, is the country's second largest, he added.

The best buy today, in terms of lasting value, is a home, Mr. Clifford said. Why don't advertising people go after the building materials firms? he asked. Considering that 50% of U. S. homes are owner-occupied and 46% are more than 30 years old, the market potential is vast.

He strongly urged newspaper ad executives to show building materials firms that "they've got something the public wants." The Burritt Co. has been advertising continuously since 1894, he noted.

Bing Crosby Ice Cream Bows

Bing Crosby Enterprises Inc. will franchise independent ice cream manufacturers to make Bing Crosby ice cream and ice cream products. The plan is being put into effect through the American Ice Cream Merchandising Council, Indianapolis, a group of 113 independent ice cream makers. Keller-Crescent Co., Evansville, Ind., agency, is preparing sales promotion and point of sale materials for the program. The ice cream will start selling about Easter.

Kindle-Kwik Names Agency

Kindle-Kwik Co., Chicago, has appointed Roberts, MacAvinche & Senne, Chicago, to direct its advertising. The recently formed company manufactures a chemical product to start fires easily in fireplaces, barbecue pits and campfires. Trade publications, television spots and co-op ads will be used.

Mrs. Rogers Gets PR Post

Mrs. Jane Jordan Rogers, formerly public relations director of the National Organization for Public Health Nursing, has been appointed public relations director of the American Nurses' Assn., New York.

Appoints Hodges & Pierce

Hodges & Pierce, San Francisco, has been appointed to direct publicity on all food accounts of Guild, Bascom & Bonfigli, San Francisco.



This Summer

**a city larger than
Philadelphia and Seattle combined
will move to Colorado**

How would you like to tap a rich summer market that offers **3,010,000 EXTRA PEOPLE**...a market that can be reached at regular rates and with the economy of single medium coverage?

This summer the Colorado market will be **increased** by 3,010,000 out-of-state vacationists. And, while these 3,010,000 vacationists are enjoying the nation's roof garden, they'll buy more than \$220,000,000 worth of goods and services...that's **\$220,000,000 over and above the regular market.**

Through the Denver Post's Empire Magazine you can reach this enriched market with the economy of single medium coverage: 93% coverage of Denver, 66% of Colorado.

If you'd like your share of this extra summer business, increase your summer schedule now in The Denver Post.

CIRCULATION
Daily 227,859
Sunday 357,324
Empire Magazine and Comics 388,673
A.B.C. Publisher's Statement
September 30, 1951



THE DENVER POST

The Voice of the Rocky Mountain Empire
PALMER HOTY, EDITOR AND PUBLISHER

Represented Nationally by Maloney, Regan & Schmitt, Inc.

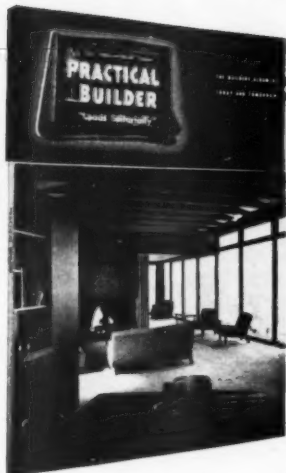
**COUPON
THE WEST
AT LOW COST
IN JUNE
SEE PAGE 57**

(Advertisement)

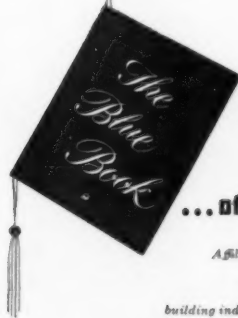
*"A politician," said a
sage observer, "thinks of the next election;
a statesman of the next generation." Just so with publishers.*

The short-range publisher thinks only of the next

*issue or two. The publisher who has his industry
really at heart thinks of trends . . . five and ten
years hence . . . that will affect his readers; and then proceeds
to lay down sound trolley tracks for the years ahead.*



practical builder is a notable example. It has pioneered
countless profit-ideas for use here-and-now. Equally
important, it tells its readers not where they've been but
where they're going. That's why advertisers who believe
in keeping ahead of the procession
look to PB as . . .



. . . of the light construction industry

*Affiliated with 6 Building Industry Magazines
comprising the largest, most distinguished publications in the
building industry: Building Supply News, Building Material
Merchant, Ceramic Industry, Ceramic Data Book,
Brick and Clay Record, Masonry Building.*

*Send for our 64-page book . . . THERE'S MONEY IN REMODELING . . .
free to any manufacturer who asks for it on his letterhead.*

© INDUSTRIAL PUBLICATIONS, INC., CHICAGO 3

BAB's Ryan Says '52 AM Promotion to Hit New Peak

NEW YORK, March 6—William B. Ryan, president of Broadcast Advertising Bureau, predicts that radio will set new promotion records for itself in 1952.

With only 386 stations signed to support the bureau under the new setup, the budget for the year already exceeds the 1951-52 figure. Dues contributed by these stations and the network members will give BAB an annual budget of \$430,000, compared with last year's budget of \$345,000.

Others of the 802 National Assn. of Radio & Television Broadcasters' member stations—which have been allocating 30% of their dues to the bureau under the initial plan for financing the organization—are expected to get behind BAB.

■ As of April 1, the interim arrangement for sharing NARTB dues terminates and BAB members must sign directly. In addition to the 802 association members, 126 non-NARTB member stations have been supporting BAB actively.

Mr. Ryan said the increased funds will be used to provide more and better sales tools for radio. Plans for the coming year will be discussed at the opening day's session of the NARTB convention on March 31.

Devotes TV Time to Customer

Goodyear Tire & Rubber Co., Akron, devoted the entire commercial time on its March 9 "Paul Whiteman Revue" TV show to Englander Co., Chicago manufacturer of foam latex mattresses. Following the program over American Broadcasting Co.'s network, a special trailer told the audience where the Englander products could be obtained in their city.

Opens Denver Branch Office

Intermountain Network has opened a branch office at 1735 Stout St., Denver. Ken Palmer, formerly manager of KVER, Albuquerque, has been appointed manager.

'Forbes' Honors Max Hess

Forbes has named Max Hess Jr., president of Hess Bros. department store, Allentown, Pa., the top salesman among U. S. retailers.

WNHC-TV Appoints Obrist

Edward C. Obrist, former general manager of WPEN, Philadelphia, and a radio station consultant, has been appointed manager of WNHC-TV, New Haven, Conn.

CBS Promotes Dozier

William Dozier, head of CBS Television's story department in New York, has been promoted to executive producer in charge of dramatic programs for the network.

ABC Sets Up Own TV Sales

American Broadcasting Co., New York, has set up a complete independent sales organization to represent its own TV stations. Under the new plan, Don L. Kearney, eastern spot sales manager for television, becomes national manager of spot sales. Other appointments: Roy McLaughlin is manager for spot sales in Chicago; Joe Henry is appointed spot sales manager in Detroit; Bill Laramie has been named manager of spot sales in Los Angeles, and Dave Sack in San Francisco.

Two Name R-H Representatives

WING, Dayton, and WIZE, Springfield, O., have appointed H-R Representatives their national representative. The representative company has moved to new, larger quarters at 405 Lexington Ave., New York.

WLAW Appoints Taylor

O. L. Taylor Co. has been named national representative for WLAW, Lawrence, Mass. The 5,000-watt radio station is an American Broadcasting Co. affiliate.

Wine Co. Appoints Admiral

American B-D Co. has appointed Admiral Advertising, New York, for its Opici Cucamonga burgundy and other domestic table wines. This is the company's first agency.

Radio-TV Women Meet

American Women in Radio and Television Inc. will hold its national convention at the Statler Hotel in Detroit, April 4-6. Edythe Meserand of WOR, New York, will preside.



GRESHAM'S BUSINESS DISTRICT

is spread over a wide area in typical suburban fashion. Easy access to shopping centers makes it a favorite trade area. Bank deposits total more than eight millions; population has more than tripled in the past 10 years.

CIVIC LEADERS

"We know the value of radio advertising for automobiles and in this area KGW does it best. KGW is always willing to help in civic activities and keeps in touch with local people. We know our area is behind this station's effort 100%," say Car Dealers Gordon Swan and Ross Fanning, both past-presidents of the Gresham Chamber of Commerce and active community leaders.



FARMER

"KGW is our 'main line' for news, weather reports, crop and stock prices, and has our wholehearted support for its community efforts. This station knows local people and local people know KGW. For the best possible job in the Portland area it can't be beat," reports C. A. Becker, president of the Gresham Berry Growers and long-time resident of the agricultural district near Gresham.

THE People's Choice IN

PORTLAND OREGON

Local people are 'for' KGW because they know KGW is 'for' local people. All the advantages of selling-influence-prestige with the station that has the 'local' touch. Markets are people and KGW realizes every business, local or national, must keep in touch with people and keep that touch local. You cannot adequately sell the Portland area without KGW, because it is the 'Pioneer' station in Portland with more than 30 years continuous operation. Naturally it has top listener loyalty in this section of Oregon. As anyone living in the Portland area can tell you, KGW is the station at six-two-oh on the radio dial! For the advertiser seeking the highest possible return from his investment in radio time, KGW offers the quality that produces greatest results. If you're not on the KGW band wagon, investigate now because it is true you cannot adequately 'sell' the Portland area without KGW.

KGW PORTLAND, OREGON



14TH IN EFFECTIVE BUYING INCOME PER CAPITA

Among Sales Management's 162 Metropolitan County Areas.

If your TV schedule covers the first 100 markets according to Effective Buying Income per Capita, then the Quad-Cities market is among the leaders on your list. Over 234,000 Quad-Citians have the income to satisfy their tastes to a luxurious degree. And WHBF-TV is the only TV station in Illinois outside of Chicago.

Les Johnson, V.P. and Manager

Quad-Cities' favorite

WHBF AM 7:30 PM TV

1110 BUILDING, ROCK ISLAND, ILLINOIS Represented by Every Model

Roman Ravioli Names Kastor

Kastor, Farrell, Chesley & Clifford, New York, has been appointed agency for Roman Ravioli Co., manufacturer of frozen food specialties. Newspapers, radio and television will be used.

Ray Girardin Joins CKLW

Ray Girardin, formerly with the news staff of the *Detroit Times*, has joined the staff of CKLW, Detroit. He will give newscasts, 10:30-10:45 p.m., Monday through Friday.

Factor to Dillon-Cousins

Max Factor & Co. has appointed Dillon-Cousins & Associates, New York, to handle advertising of its products in several South American countries. Factor previously handled this advertising direct or through local agencies.

Kashen Appointed Print Head

Walter Kashen, space buyer with Hewitt, Ogilvy, Benson & Mather, New York, has been placed in charge of all print media purchases for the agency.

Knap Named Media Director

Wesley Associates, New York, has appointed Joseph D. Knap Jr. media director, succeeding the late Harry Weiner. Mr. Knap formerly was with Badger, Brown & Hersey, New York, and Kastor, Farrell, Chesley & Clifford, New York.

Fadell Adds Cosmetic Account

Fadell Co., Minneapolis, has been appointed to direct advertising for Miriam Collins Palm Beach Cosmetics, Minneapolis.

Lupton Gets Three Accounts

Alpha Tool & Supply Co., Weiss & Basser, interior designers, and Winner Mfg. Co., plastic and wood products manufacturer, have appointed John Mather Lupton Co., New York, to direct their advertising.

Lip-Stae Appoints Wesley

Lip-Stae Co. has appointed Wesley Associates, New York, to handle advertising, merchandising and publicity for Lip-Stae, "the original lipstick protector."

KGW BRINGS GRESHAM AREA ENTERTAINMENT, NEWS, SERVICE FEATURES



HOUSEWIFE "KGW is our favorite family station and besides the entertainment value it brings me news of products that help make my shopping easier," reports Mrs. M. A. Ferris, Gresham housewife.



DRUGGISTS "The top station here is definitely KGW with top entertainment, news and topics of interest to local people. It's very true that KGW advertised products increase in sales and no one can beat this 'local' station for quality," according to Gresham Druggists Stafford Dowsett and E. L. Welling.

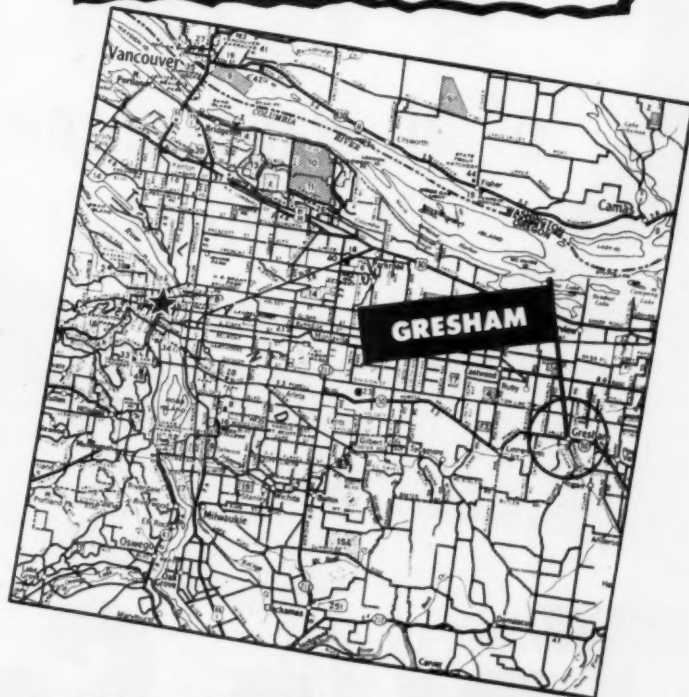


STUDENT "My favorite programs are on KGW and the over-all coverage of events gives me 'talking points' for school and social activities," volunteered Gresham high school student Gwen Bacon.



GROCER "When national brands are advertised on KGW, sales increase more than 30 per cent. It is definitely the station in the Portland area," says Carl Zimmerman, 12-Mile Store owner, near Gresham.

in Gresham Agricultural center of Multnomah county, serving a retail trade area of more than 40,000 persons, located less than 15 miles from Portland's city center, the 'People's Choice' IS KGW...



REPRESENTED Nationally by EDWARD PETRY & CO., INC.

650/3072

... it's the selective way to sell industry

Selective selling is a system for eliminating non-prospects. But doesn't it make even more sense to eliminate non-profit sales areas?

There are more than 2,400 counties on a market map that are waste to you. All of their miles and miles amount to a miniscule 7.1% of total U.S. manufacturing.

On the brighter side of the mirror, that means 650 counties out of a total 3,072 represent 92.9% of all manufacturing. There's your selective industrial market.

You can stand smack in the middle of it every Sunday and sell your head off with THE NEW YORK TIMES... because that's our market, too. Here's where we put 93.8% of our papers - 1,000,000 copies every Sunday - by invitation.

And if you were to ask yourself, "What section of this fine newspaper should carry my advertising?"... the answer isn't hard... if you know that business men make the REVIEW OF THE WEEK one of the best-read news-reviews in the country.

Ask your agency or ask us, to tell you all about it.

The New York Times
REVIEW OF THE WEEK

the newsreview you get every Sunday exclusively with The New York Times



TSWG reaches
31%*
of all wage-earner
families!

* One of the many outstanding facts
in the new Cincinnati Survey —
Ask your agency to get them all!

TRUE STORY

MACFADDEN PUBLICATIONS, INC. • 205 EAST 42nd STREET • NEW YORK 17



TRUE STORY WOMEN'S GROUP delivers maximum coverage and impact in the great wage-earner market—largest market for consumer goods in our economy today!

TSWG
concentrates more than

65%*

of its circulation in
the rich wage-earner
market!

**SOMETHING BIG IS GOING
ON AT MACFADDEN!**

Women's Group

OFFICES: CHICAGO • BOSTON • SAN FRANCISCO

80,000,000 Comics Books Printed Monthly, Most by Eastern Color, Says Huber Corp.

NEW YORK, March 4—"More comics books are bought on America's newsstands than any other type of magazine. Over 80,000,000 would be a good estimate of the number purchased last month alone. If you decided to buy every different title on the stands in a given month, you would have to purchase more than 235 different books. Of these, nearly 90% are 32-pagers."

These facts, among others, are reported in the current issue of "Huber News," a monthly house organ on the use of printing inks, published by J. M. Huber Corp., printing ink and chemicals manufacturer.

Huber cites Eastern Color Printing Co. as "probably the largest single printer in the comics field." It turns out 35,000,000 comics books monthly.

"Eastern first started printing funnies for Sunday newspapers in 1926," Huber reports. Today Eastern prints Sunday supplements for 22 newspapers.

"Eastern holds an important place in printing history," Huber says, "for it started comics books. The year: 1934. The magazine: Famous Funnies, the first comics in the now-standard book format. Today, Eastern's 13 two-deck presses are kept running 'round the clock with the type of publication it pioneered."

In addition, the Huber house organ features a story on the work of the mechanical department of the New York Times. Another feature tells the story of L. L. Bean, mail order sporting goods house in Freeport, Me., which distributes 380,000 copies of its

sportsman's catalog each spring and fall. Because of this, Freeport, with a population of 1,500, is the only town of its size in the U. S. that can boast a Class A post office, Huber says.

The Huber house magazine is written and edited by Fred Wittner Advertising, the company's agency.

WORD Affiliates with NBC

WORD, Spartanburg, S. C., an affiliate of American Broadcasting Co. for a number of years, has joined National Broadcasting Co. The station will continue to carry some programs of ABC.

Walsh Adds English Account

Walsh Advertising, Toronto, has been appointed to direct advertising in Canada for Foster, Yates & Thom Ltd., Blackburn, England, manufacturer of hydraulic, automatic and semi-automatic presses.

Guy-Lee Adds Three Accounts

Guy-Lee Organization, Palo Alto, Cal., has been appointed to handle advertising for Sunset Books division of Lane Publishing Co.; Hatfield & Co., producer of Ra-pid-gro liquid plant food, and Fowler Orient, mail order service.

Forms Radio-TV Department

James A. Stewart Co., Carnegie, Pa., has established a radio and television department for the writing and producing of complete radio and television programs.

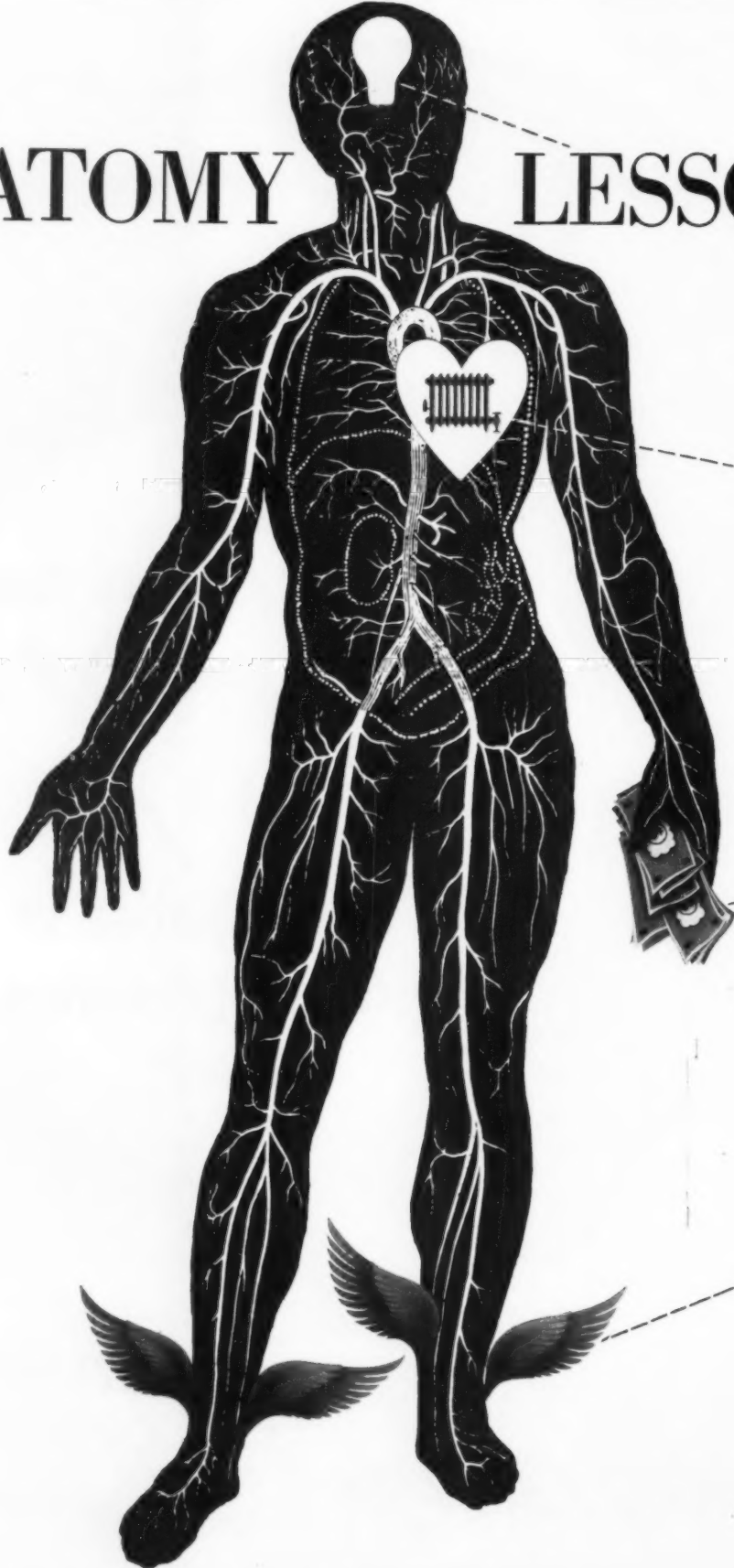
FC&B Appoints Ettinger Co.

Foote, Cone & Belding, New York, has appointed Ettinger Co., Hollywood agency, to secure and coordinate endorsements for Liebmann Breweries Inc., Brooklyn, on Rheingold beer.

Appoints Scott Associates

Scott Associates, Kansas City, Mo., has been appointed to direct publicity for the membership and trade show of the National Surplus Dealers Assn., tentatively scheduled for early August in Chicago.

ANATOMY LESSON



The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYZ in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYZ facts and figures.

KFYZ

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

WBAP Appoints Weber

Audrey Weber has been appointed to handle the television section in the publicity, promotion and merchandising department of WBAP, Fort Worth. He succeeds George Reeves, who has entered military service.

Katz Joins Kaufman-Strouse

Joseph Katz, formerly radio director of Mahool Advertising, Baltimore, has been appointed an account executive of Kaufman-Strouse, Baltimore.

Flanagan Gets Sales Post

John Flanagan, previously with the Metropolitan Group, has been appointed general sales manager of Authenticolor Inc., New York, specialist in color photographic services for advertising agencies. Mr. Flanagan succeeds Robert Crandall, who resigned.

Agency Opens in Chicago

A. F. Marthens & Associates has been formed at 201 N. Wells St., Chicago. The agency opened with eight accounts.

Ohman Appointed PR Director

David Ohman, formerly with the San Francisco Chronicle, has been appointed western regional public relations director of the National Foundation for Infantile Paralysis. His headquarters will be in San Francisco.

Appoints Harshe-Rotman

Tri-State Plastic Molding Co., Henderson, Ky., producer of plastic housewares, has appointed Harshe-Rotman, Chicago, to direct its public relations.

Crosby Appointed Ad Rep

Larry Crosby has been appointed eastern U.S. advertising representative for *New Equipment News* and *Building Materials News*, published by Canadian Engineering Publications Ltd., Toronto.

Krupnick Promotes Smith

George L. Smith, a member of the art staff for the past three years, has been promoted to associate art director of Krupnick & Associates, St. Louis.

FOR ADVERTISERS

the reader who looks on the **BRIGHT SIDE**

Likes to look squarely at today's problems—from the shrinking dollar to growing atomic stockpiles—but believes those problems can be solved. Reads Coronet because it never poses a problem without pointing to a solution.

the reader with a **WARM HEART**

Fear never gets an icy grip on his heart, because hope thaws it out. Looks forward to the future and all it holds. Looks forward to Coronet because it gives him a lift instead of a letdown. In every story, every article, every anecdote, Coronet inspires, gives hope.

the reader who is **READY TO SPEND**

Knows tomorrow will come, and enjoys planning for it—whether it means a faster electric razor, a bigger television set or a retirement policy—Confronted with your product, he won't say "What's the use?", but rather, "How can I use it?" He believes in Coronet because Coronet gives him something to believe in.

the reader who **FLIES INTO ACTION**

Different species from the fear-ridden reader whose steady diet of depressing words keeps him paralyzed, passive, afraid to plan. In issue after issue, Coronet gives wings to his hope—gives him reasons to act, to go after the good things life has to offer.

say it in the magazine that says life is worth living...

Coronet

circulation 2,721,393*

WANTED

UNUSUALLY CAPABLE ADVERTISING MANAGER

For Major National Advertiser

This advertisement is placed by an agency seeking to help an important client locate a capable, responsible advertising manager. From long acquaintance with our client, the company's personnel and its opportunities, we can assure you that this is one of the country's outstanding positions for the right man.

The job calls for a sound planner, a good administrator, a man whose experience qualifies him to operate with sales management people at headquarters and in the field, to help the company realize on an annual advertising budget of well over a million dollars. Age, "about forty". Location, midwest.

Our client is not seeking the "promoter" type. Or the man who has changed jobs every year. They are seeking a man whose record shows that he knows how to gather and organize sound selling information, operate a department, get the most out of an agency relationship, exercise controlled imagination.

Although its products are sold primarily to industry, our client's advertising is broad in scope, embracing industrial, trade and consumer media and almost every type of supporting material.

If you are interested, and qualified, send brief personal record and photo. A few additional paragraphs on the functions you feel properly belong in an advertising department, and how you have performed them, would be helpful.

Replies, of course, will be held in strictest confidence.

Address Box 76, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.



OPEN UP new sales markets among these 1,515,215 families!

the *Our Sunday Visitor* — Register UNIT plan which is tailored to your needs.

Let us prove how regular *Visitor-Register* advertisers see the good results on their sales records and in their cash sales.

Get the facts and helpful suggestions without obligation. Just write, wire or telephone for factual, money-making information about this vast volume-buying market you may be overlooking...

You don't need to "penetrate" this huge family buying market—it's all over the nation!

Just key your advertising to these larger-than-average families home across America through the two great national weeklies they read and enjoy.

There is no reason why YOU can't cultivate this volume-buying, steady-buying family market—easily and economically. Just take advantage of

1,515,215

WEEKLY CIRCULATION

ABC
Our Sunday Visitor - Register Unit

NATIONAL REPRESENTATIVES
G.D. Bertollet & Co., Inc.
30 NORTH DEARBORN
CHICAGO
CENTRAL 4-0431

This Week in Washington . . .

Congressmen Question Work of BLS

By STANLEY COHEN
Washington Editor

WASHINGTON, March 6—How much can government do in the field of statistics? And how good should government statistics be?

Widespread congressional uneasiness on this subject cropped up in the House appropriations committee recently when the Bureau of Labor Statistics asked permission to expand its work in the construction field. Rep. Fred Busbey (R., Ill.) snapped back that the National Assn. of Home Builders ought to be doing this work.

Other committee members charged that government statistics are too comprehensive, and that government statisticians are unbearably efficient in thinking up new projects.

"Revision of this program goes on ad infinitum. And to astronomical proportions, if we are not careful," commented Rep. George Schwabe (R., Okla.).

Statistics Chief Ewan Clague wanted \$600,000 for expanded studies in the wholesale and consumer price field. Rep. Schwabe exploded. "I think a lot of it would fit very admirably into a socialistic regime more than a form of government built upon a free enterprise system," Rep. Christopher McGrath (D., N. Y.) said. "After visiting hospitals in Japan and Korea, I think there are more important things pressing the American people."

BLS argued that only government can provide assurance that statistics are complete and unbiased. "I think I am a servant of free enterprise," Mr. Clague told the committee. Pointing out that 75% of the requests for BLS data come from business concerns, he declared, "The free enterprise system will work well if it has the facts on which it can make the right decisions."

Among BLS proposals before the committee:

\$88,000 for maintaining the expanded wholesale price index introduced last month; \$205,000 for the new consumer price index to be introduced in February, 1953; \$160,000 for further tests of the consumer price index during 1952; \$105,000 for publication on a national and local basis of consumer expenditure data collected in 91 cities in 1950 during field studies in preparation for the consumer price index revision.

The new wholesale index now being used covers 2,500 commodities, compared with 900 in the old index. The new consumer price index, in preparation during the past three years, covers 50% more items than the old index. It includes the entire urban population, not merely big cities, as in the present index.

To judge by the attention which the Senate gave the nomination of Robert Bartley to the Federal Communications Commission, President Truman could lighten his woes by filling all government offices with relatives of popular congressmen.

Appointment of House Speaker Sam Rayburn's nephew to the commission got a 13-0 nod from the Senate interstate commerce committee less than 24 hours after reaching the Hill. During their perfunctory questioning, committee members omitted even the routine investigation of past activities.

Senators looked a bit foolish at the Bartley hearing. In their obvious embarrassment, they completely neglected to ask Mr. Bartley if he had any knowledge or feelings about the interstate telegraph and telephone business, which FTC regulates. And radio broadcasting might just as well

have passed out of existence. All their questions—such as they were—were on TV.

Nobody—including Postmaster General Jesse Donaldson—seriously believes Congress will pass additional increases in postal rates this year. House postal committee chairman Tom Murray (D., Tenn.) conceded as much Monday during debate on the Post Office Department's 1953 budget. He said if he had his way considerably higher rates would already be on the books, but that House members are unwilling to follow his lead.

During House appropriations committee examination of the Post Office Department's budget, Postmaster General Donaldson said he plans to provide Congress with a statement on the need for more postal revenue, but that he assumed Congress will be unwilling to pass another rate bill this year.

House members, voting \$669,000,000 to cover the department's anticipated 1953 deficit, mumbled about the need for "more efficiency." But Rep. Vaughn Gary (D., Va.), the appropriations committee's postal expert, pointed out Post Office Department is continuing to lose ground for reasons which have nothing to do with efficiency.

"While postal rates were increased by \$227,000,000 last year," he pointed out, "increased postal salaries and leave and higher railroad rates boosted postal operating expenses by \$422,000,000."

The House interstate commerce committee hopes to put its fair trade bill through within the next week. But fair trade still has a long way to go.

President Truman let it be known Monday that Commerce Secretary Charles Sawyer spoke only for himself when he issued a statement supporting fair trade. If fair trade clears the Senate this session, it faces the certainty of a presidential veto.

Legislation repealing that 10% surtax on postcards purchased in quantity lots ripped through the House and is on President Truman's desk. Within 10 days after it becomes law, the surtax goes off.

"When the campaign expenditures for 1952 are added up," writes Charles Van Devarer, Democratic publicity chief, in "The Democrat," "the Republican total ought to include—but won't—the millions of dollars that are being spent on so-called institutional advertisements which seek to sou-



NEW FOR '52—At left is General Mills' new Wheaties package, replacing the one at right. It's the first Wheaties package change since 1933. An opening spread in Life this week includes a coupon good for 15¢ on purchase of two boxes.

distrust of the American government.

"These ostensibly non-political ads are fitted neatly to the Republican scare words of 'socialism' and 'bankruptcy,'" he continues. "They are sponsored by several giant corporations and by various supposedly non-partisan committees, foundations and professional societies."

Mr. Van Devarer documents his article by drawing on Fortune's article "Is Anybody Listening?" (He used Fortune's estimate that institutional ads cost more than \$100,000,000 in 1950. And he quotes Fortune on the motives of the sponsors. "What they are after, to put it mildly, is a Republican victory.")

Forms New Accounts Division

Standard Oil Co. of Indiana has formed a new national accounts division of its lubricating and industrial sales department. George F. Bowers, with Standard since 1923, has been promoted to assistant manager in charge of the new division.

Kilbride Joins Bayless-Kerr

George Kilbride, formerly sales promotion manager of Ramsel Fasteners Co., Cleveland, has been appointed director of media and research for Bayless-Kerr Co., Cleveland.

Rand Opens Coast Office

Rand Advertising, New York, has opened a Hollywood office at 6399 Wilshire Blvd.

F&S&R Promotes McCauley

Michael E. McCauley has been promoted to the newly created position of typographer for Fuller & Smith & Ross, Cleveland. He will work with copywriters and artists in laying out ads and will select type faces. He has been with the agency since 1943, joining it from Skelly Typesetting Co., Cleveland.

DuMont Appoints McGannon

Donald H. McGannon, who is now engaged in private law practice in Norwalk, Conn., has been named administrative assistant to Chris J. Witting, general manager of the DuMont Television Network, New York.

Craftint Co. Appoints Stoltz

Gene Stoltz, who once had his own agency and more recently was advertising manager of Bing Furniture Co., Cleveland, has been appointed advertising and public relations director of Craftint Co., Cleveland.

Van Munching Names Agency

Van Munching & Co., New York, importer of Heineken's Holland beer and distributor of Bols gins and liqueurs, has appointed Hirsch-Garfield, New York, to handle advertising of those products. Deglin-Wood is the former agency.

Wilson Joins Association

Preston A. Wilson has joined the Pennsylvania Newspaper Publishers Assn. and will work on "The Bulletin," the association publication.



Using **AD-VER-TIS-ER** in Selected Areas!

THE AD-VER-TIS-ER, INC., FORT WAYNE, INDIANA

ONLY THE TRIBUNE IN SOUTH BEND



The great South Bend market— $\frac{1}{2}$ -million people—is saturated by the South Bend Tribune. Outside circulation is negligible. No other paper to buy when you test, develop, or maintain this market. This, plus a milline rate that's lower than the national average, gives relief to strained ad budgets. Write for free, new market data book entitled "Test Town, U.S.A."

The
South Bend Tribune



The South Bend, Ind. Market:
7 Counties, 1/2 Million People

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

To knock on more doors in Washington's home market...



....do your strongest selling job in The Star—

Call on more homes—reach the highest percentage of home delivered circulation—with a dominant schedule in The Star. **Home delivery** in the City and Retail Trading Zones is 23.3% greater than the second paper daily (31.8% Sunday); 37.2% greater than the third paper daily (49% Sunday); and 105% greater than the fourth paper daily! (No Sunday edition.) **This means** that The Star is delivered to a minimum of 32,817 more homes every day (47,783 more every Sunday) than the closest contender. In the important City and Retail Trading Zones, where every home call is a call for business, dominance in Washington, D. C. requires a dominant schedule in the home-delivered, home-delivering Star.

1852 A Century of Leadership 1952

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11.

PHOTO-ENGRAVERS TO ADVERTISING AGENCIES

ELECTRO-MATIC

THE ONE WAY TO BE SURE

about black and white plates. You've got to "proof right to print right"—so now we're including a color bar of 80% tone on every black and white proof. It gives you closer control than ever before over the final reproduction. It's another example of Electro-Matic's



attention to detail—another reason why it pays to call DElaware 7-1277 for your engravings.

TINT GUIDE FREE

A complete kit that gives you not only the full gray scale, but also the corresponding tone values in standard red, yellow and blue. Write or phone for yours.

MEMBER OF CHICAGO PHOTO-ENGRAVERS ASSOCIATION
ELECTRO-MATIC ENG. CO. • 10 WEST KINZIE ST. • CHICAGO • DElaware 7-1277



Camco May Bring TV to Reno Soon

SAN MATEO, CAL., March 4—Camco Enterprises Inc. last week announced a \$2,000,000 project to bring television to Reno, Nev. Reno's population is about 50,000.

Camco has applied for a 25-year franchise from the city to furnish TV sets and service to an estimated 8,000 subscribers. Normal video broadcasting in Reno is not anticipated for some time.

Approval by the Reno city council is expected within two weeks, according to Richard F. Callaway, Camco secretary-manager. Camco's headquarters are at 10 41st Ave. here (a Reno office is at 150 N. Virginia St.).

■ Plans are to install a master antenna above the 7,000' level near Reno. From this point signals from San Francisco Bay Area stations would be amplified and transmitted via a coaxial cable to a central switchboard. The signals

would then be wired directly into homes and business offices of subscribers.

Service is expected to begin by late summer, Mr. Callaway said. Rates will be set later, subject to city council approval. Mr. Callaway said they would approximate \$75 for the original installation, plus \$25 a month, if a proposed set leasing plan is okayed.

Under this plan, subscribers would not purchase the TV sets and all service would be included in the monthly bill, Mr. Callaway said.

FCC OKAYS EARLY LINK OF 6 MORE TV CITIES

WASHINGTON, March 4—The Federal Communications Commission on Feb. 27 gave its approval to Bell System's plan to speed construction of TV networking lines in order to add half a dozen cities before the 1952 political conventions.

When completed, the rush projects will bring service to Miami, New Orleans, Oklahoma City, Dallas, Fort Worth and Houston. Only six cities will remain unserved and two of these—San Antonio and Tulsa—are expected to get service before 1952 ends. Still unserved will be Brownsville, Albuquerque, Phoenix and Seattle.

James G. Wells Forms Own Ad Agency in Buffalo

James G. J. Wells Inc., agency, has been formed in Buffalo. The address is the Hotel Statler. James G. J. Wells is president of the agency. Formerly, he was v.p. and account executive of a Buffalo agency and prior to that sports director of WBEN, Buffalo NBC affiliate.



James G. Wells

Department heads of the agency are: Copy director, Earl J. Ashcroft; art director, Warren Moxham; radio and television director, Gene Novak, formerly producer at WBEN-TV; account executive, Kenneth Kaplan, formerly sales manager of WKBW, Buffalo. The agency's accounts include K. R. Wilson, manufacturer of automotive tools and equipment; Buffalo Raceway, Hamburg, N. Y., trotting race track; Orgel-Marine, maker of drapery hardware and specialties; Jamestown Finishing Products Co., producer of plastic cloth and enamels; Streich Interior Decorators, and Shademaster, manufacturer of aluminum awnings and canopies.

Sunbeam Elects Widdifield to V. P. in Charge of Advertising

A. E. Widdifield has been elected v.p. in charge of advertising by Sunbeam Corp., Chicago. He joined the company in 1933 as advertising manager.

Mr. Widdifield graduated from the University of Chicago in 1928 and joined the editorial staff of the Chicago News. Later he entered advertising as a copywriter and account executive in an agency. In his 19 years with Sunbeam he has done advertising, sales promotion and publicity work.

A. E. Widdifield

Kraft Foods Promotes Hough

Kraft Foods Co., Chicago, has promoted Tom Hough from staff assistant to the advertising department to product advertising manager in charge of Phenix Pabst-ett products. He succeeds Raymond Lahvie, who has resigned. Raymond Harriman, sales promotion assistant, succeeds Mr. Hough.



CROCKETT JOHNSON

"Have you considered using Kimberly-Clark coated papers?"

Fully-coated Kimberly-Clark Printing Papers will add crisp freshness and sparkling new eye-appeal to your reports, advertising pieces, brochures and house organ—often at remarkable savings in cost. Today—ask your buyer or printer to see new Hifect® Enamel, Trufect®, Lithofect® Offset Enamel and Multifect®—and compare them with the paper he is now using.

KIMBERLY-CLARK CORPORATION, NEENAH, WISCONSIN

the rating services do agree
 "today"
 is solid TV value

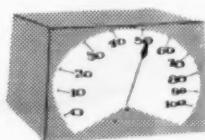
4.8

TRENDEX
 telephone coincidental



5.0

NIELSEN
 audimeter



5.3

ARB
 diary



There is a large and responsive audience waiting for your sales message at the start of the shopping day on NBC Television's "TODAY." For instance, the ARB national rating figures represent:

1,129,000 average daily viewers
18.0 weekly cumulative rating
\$1.94 cost-per-M per commercial minute

MARKETS are reached on a national scale, with 30 stations in the eastern-midwest areas already taking the show *live*.

RESULTS start the day your first commercial hits the air and is seen by the entire family, *before* the shopping day begins.

PRICES start as low as \$2,200 for a participating sponsor; as little as \$29,000 will buy a network TV campaign for 13 weeks!

All this, and Garroway, too, on . . .

NBC TELEVISION

*A Service of Radio Corporation of America
 30 Rockefeller Plaza, New York 20, New York*

Ad Bureau Issues Outline on How to Sell Retail Linage

New York, March 7—A blueprint for selling retail lineage—adaptable to any type account—has been issued by the Bureau of Advertising, American Newspaper Publishers Assn.

The new promotion is designed to guide newspapers and retailers in getting top sales from their advertising planning. The outline is arranged so it may be tailored to any size or type retail account by any newspaper, regardless of its circulation, market characteristics or extent of its promotion facilities.

Created by a committee of the National Newspaper Publishers Assn. and sponsored by the Newspaper Advertising Executives Assn., the outline is titled "Selling Retail Advertising by Plan." It runs nearly 150 pages and is based on a presentation made in January at the NAEA convention in Chicago.

■ The outline features:

1. An illustrated sample presentation adaptable for local use.
 2. Instructions on how a newspaper can prepare its own presentation.
 3. A list of sources for required local facts and figures, and instructions on how to obtain and use the sources.
 4. Suggested art work which can be duplicated and localized.
- A sample presentation, built around a mythical city and its newspaper, shows a local retailer of women's apparel how he can increase his share of the market by planned promotion.

Copies of the outline have been mailed by the bureau to more than 1,300 newspapers—all of them members of three groups cooperating in the promotion help. Copies also have gone to newspaper advertising representatives.

ABC Gets 'Corliss Archer'

"Meet Corliss Archer," formerly heard over the Columbia Broadcasting System radio network, Sunday, 9-9:30 p.m., EST, will move to American Broadcasting Co., April 6. It will be heard Sundays, 7:15-7:45 p.m., EST. Electric Companies Advertising Program will continue to sponsor the show through N. W. Ayer & Son.

GEORGE MOSLEY,
just how light
is the crown
atop your famous 7?

Easy and very light, we'd say, judging from 7 Crown sales figures!

We're pleased, Mr. Mosley, that the major share of your Cincinnati newspaper advertising comes to the Times-Star, the one daily that gives best coverage of the concentrated Cincinnati market, where 48 percent of Ohio's District A liquor sales are made.

Advertising by Seagram 7 Crown—and other leading distillers—last year helped the Times-Star extend its advertising leadership reign to 44 consecutive years. Long live the king! In Cincinnati, it's the Times-Star!

Three Name Kameny Agency

Seymour Kameny Associates, New York, has been appointed advertising agency by JimKnit Co., manufacturer of Prak-Tis athletic training aids; Matthew Faskow Co., lamp manufacturer, and Harry Ross, scientific and experimental equipment mail order house.

Appoints Rumrill & Co.

The Community Savings Bank, Rochester, N. Y., has appointed Charles L. Rumrill & Co. to handle its advertising.

Newspapers Are Target of New BAB Booklet

The Broadcast Advertising Bureau, New York, has trained its guns on newspapers again. A new booklet entitled "Newspaper Advertising Readership" has been distributed to members. BAB said the booklet includes "facts and charts showing the high percentages of newspaper readers who do not read a single word of the advertisements carried in the paper."

Data are based on reports of the American Research Foundation

and Daniel Starch & Staff. Information presented covers national, classified, department store and amusement advertising. Readership breakdowns are given for various size ads and product categories.

Bourjois Elects Bell

Hugo L. Bell, formerly executive v.p. and general manager of Bourjois Inc., New York, and Barbara Gould Inc., New York, has been elected president. He succeeds Norman Dahl, who retired last June.

Shrout Adds Account

International Staple and Machine Co., Herrin, Ill., maker of retractable anvil stapling equipment, has appointed Shrout Associates, Chicago, to direct its advertising. Business publications, motion pictures and direct mail will be used.

Adleta Co. Names Agency

Adleta Co., Dallas distributor of the RCA Victor line, has appointed Tracy-Locke Co., Dallas, to direct its advertising.



More women go out and buy Woman's Day

Couche Manages Production

George Couche, formerly advertising manager of Harper-Megec Inc., Seattle appliance distributor, has been appointed production manager of Frederick E. Baker & Associates, Seattle agency.

Thomas' Names Agency

The Thomas', Chicago hair and scalp specialist, has named Hirsch-Garfield, New York, to handle its advertising. The company previously was a direct advertiser. Newspapers will be used.

Two Appoint Robert Orr

American International Underwriters Corp. and American International Marine Agency have appointed Robert W. Orr & Associates, New York, to direct advertising. Parker-Allston Associates is listed as the previous agency for the underwriters corporation.

PR Assn. Meets in Cleveland

The American College Public Relations Assn. will hold its 36th annual convention at the Hotel Carter in Cleveland, April 16-18.

Issues Rate & Data Book

E. H. Brown Advertising, Chicago, has issued the 1952 edition of its "Advertisers Rate & Data Guide," which carries rates and other pertinent data for magazines and newspapers. A copy may be had free of charge by writing the agency at 20 N. Wacker Dr.

Mulgrew Joins Ivan Hill Inc.

Tom Mulgrew, formerly with Foote, Cone & Belding, Chicago, has joined Ivan Hill Inc., Chicago agency, in an executive capacity.

Director Gets Show

Murray Director Associates, New York, will handle the 1952 International Motor Sports Show at Grand Central Palace, New York, March 29-April 6. Advertising will appear in New York newspapers, and on radio and TV. A poster campaign will be used in subways and railroad stations.

'Journal' Increases Rate

The Journal, Rapid City, S. D., has increased its agate line rate from 11¢ to 12¢, effective July 1.

BAB Reports Rise of Magazine Rates

New York, March 4.—The Broadcast Advertising Bureau, which is engaged in stiffening the bending radio rate line, has racked up some startling comparisons. The target is magazines. BAB lists ten magazines, showing the difference between 1952 and 1951 rates. It then compares circulation changes, based on publishers' interim statements for the first nine months of 1951 and 1950.

Here's what the table shows:

	Rate Change	Circulation Change
Life	+19%	-1%
The Saturday Evening Post	+22%	-1%
Look	+25%	+2%
Collier's	+17%	no change
McCall's	+25%	+6%
Ladies' Home Journal	+10%	-2%
Good Housekeeping	+13%	+2%
Woman's Home Companion	+27%	-1%
Woman's Day	+27%	+3%
Better Homes & Gardens	+11%	+3%

*First 6 months, both years.

The table, indicating the aggressive trend of BAB's new drive, is the work of Kevin Sweeney, v.p. for promotion and sales.

Ad-O-Meter Corp. Submits \$40,000 Contract to Denver

Ad-O-Meter Corp., Ferndale, Mich., has submitted a five-year, \$40,000 contract proposal to Denver city officials for use of parking meters for advertising space. The city council will consider the proposal soon.

A city ordinance prohibits use of the streets (including telephone and lamp posts) for advertising and will have to be repealed if the proposal is to be accepted. Ad-O-Meter expects to be able to offer space on half a million meters in the U. S. by June.

Promotes Herbert Schaefer

The St. Louis Globe-Democrat has promoted Herbert G. Schaefer from assistant manager to manager of the classified advertising department. He succeeds T. Frank James Jr., who has been promoted to retail advertising manager.

Pacific Citrus Director



C. F. Simpson has been elected a director of Pacific Citrus Products Company, Fullerton, Calif. Mr. Simpson, a vice-president of the company, is one of the 376,330 regular readers of The Wall Street Journal.

With Firm 5 Years
Mr. Simpson came to Pacific Citrus-Products in 1947, after a career with General Electric Appliance Sales Division and Apex Electrical Manufacturing Company of Cleveland. Each working day, executives like Mr. Simpson make important business decisions (including buying decisions) with the help of information they derive from regular readership of The Wall Street Journal.

Cover Most of U. S.
Twelve years old, Pacific Citrus-Products has established markets for its fruit bases, chiefly Hawaiian Punch, in the western, middle-western and southern states, and as far east as Pittsburgh. Mr. Simpson's readership of The Journal is representative of the penetration Journal advertising gets throughout the entire U. S. merchandising system—from manufacturer to distributor to retailer to consumer.

(ADVERTISEMENT)



than any other magazine in the world*

*3,794,000 average 1951 single-copy sales per issue... the world's largest single-copy circulation. On sale at all A&P stores.

Kittrell joins Katz Agency

David Kittrell, formerly director of media research for Crook Advertising, Dallas, has been appointed sales representative for Katz Agency, newspaper representative, in Dallas.

Antonelli to Greenfield Inc.

Antonelli Inc., Philadelphia photo-color laboratory, has appointed Ernest William Greenfield Advertising, Philadelphia, to direct its advertising.

McKelvy Names Lee, Dow

B. H. Lee has been appointed v.p. in charge of sales for Alfred D. McKelvy Co., New York, maker of Seaforth men's toiletries. Mr. Lee has been with the company since 1936, most recently in charge of production and product development. Henry O. Dow, who joined McKelvy recently from Personal Products Co., Milltown, N. J., has been named to the newly created post of field sales manager.

NBBB Issues Guide on Ad Copy Using Geographical Names

NEW YORK, March 4—A guide to the proper use of geographical names in advertising has just been published by the National Better Business Bureau.

The new report cites Federal Trade Commission rulings on a number of products including food, fabrics, wearing apparel, cigars, beer, motor oil, furniture, perfumes and lace to support the following recommendations:

"1. Geographical names may be properly used to describe merchandise which originates in the area named, or where the term has acquired a generic meaning.

"2. Geographical names, properly qualified, may be applied to merchandise parts or ingredients of which originate in the area named, provided the place of manufacture is also revealed; or to describe types, designs, patterns, etc.



UP FRONT—To use more advertising space on its buses, Detroit Street Railway Commission now has a contract with Dossin's Food Products, Detroit bottler of Pepsi-Cola, to carry this 30" Pepsi-Cola crown on bus fronts. Looking over the crown are (from left) Lawrence J. Michelson, Simons-Michelson Co., agency for Dossin; Joe E. Wellman, v.p., Transportation Advertising Co.; Walter J. Dossin, president of the bottling company, and Jill Hallingsworth, Miss DSR for February.

"3. Geographical names should not be used to describe merchandise which does not originate, in whole or in part, or is not a type

manufactured, in the designated area.

"For example," the report says, "according to FTC rulings in specific cases, 'English broadcloth' may be properly applied only to broadcloth made in England. 'British bath soap' means bath soap manufactured in England. 'Irish lace' means lace made in Ireland.

"There is a public demand and preference for the products of certain geographic areas and the use of geographic designations in a deceptive manner is misleading to consumers."

There are cases, however, the bureau points out, "where a geographical term applied to a particular type of product has acquired a generic significance and may be properly used without reference to the origin of the merchandise.

"For example, through long usage, the term 'Swiss cheese' is associated in the public mind with a type of cheese of domestic manufacture. The public does not expect 'Venetian blinds' to be made in Venice, or a 'Derby hat' to be made in that English city, or 'Danish pastry' to be made in Denmark, or an 'Ascot tie' to come from England.

PRINTS DIRECTORY OF BRITISH PRESS

LONDON, March 4—The 1952 edition of "The Newspaper Press Directory" has been published by Benn Brothers Ltd. The price is two guineas (\$5.88).

The directory contains data on the British and overseas press, including details of 165 daily and Sunday newspapers, 1,376 weeklies, 3,809 periodicals, 1,040 directories and yearbooks and 8,671 overseas publications.

Offers TV Show for Tots

Snader Telescriptions Sales, Los Angeles, is offering 39 episodes of "Kid Magic," a 15-minute, once-weekly children's show. The show, a combination of fantasy and science fiction, is produced by Aladdin Television Productions, Los Angeles.

JUST ASK FOR MARIE:

Call WAbeah 2-6855 and ask for Marie Maize on your next multi-graph, mimeograph, addressing or mailing job. Quick pick-up and delivery, fast and accurate work, plenty of experienced personnel, charges always in line. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 5. (Now in our 23rd successful year.)

Southern Automotive Journal

Use it to reach practically every jobber, distributor, the leading dealers, fleets and larger service stations throughout the 19 states South and Southwest. Write today for complete market data.



ABC • NBP

806 PEACHTREE ST., N. E. ATLANTA 5, GA.

it takes

to do a job ...

Ohio is the 5th largest market in the United States . . . if you reach it all! Retail sales total \$6,622,697,000.* The important part from cities and towns of less than 100,000 population, beyond the influence of metropolitan papers on your list, exceeds retail sales in such important states as Kentucky, Tennessee, Oklahoma and Kansas. Retail sales in the area covered by Ohio's home-town dailies exceeds that of 34 states. And these sales are where good distribution and dealer organizations mean excellent service to the consumer and rapid turnover. WRITE, PHONE OR WIRE AND ASK THE OHIO SELECT LIST MAN TO CALL AND EXPLAIN THE EASY "ONE ORDER-ONE CHECK" WAY OF COVERING OHIO.

*Sales Management—Survey of Buying Power

OHIO SELECT LIST

Newspapers

REPRESENTED BY

JOHN W. CULLEN CO.

1319 TERMINAL TOWER, CLEVELAND, OHIO

NEW YORK

CHICAGO

CINCINNATI

Newark Advocate
New Philadelphia Times
Painesville Telegraph
Piqua Call
Portsmouth Times
Ravenna-Kent Record
Salem News
Sidney News
Tiffin Advertiser-Tribune
Troy News
Uhrichville Chronicle
Urbano Citizen
Van Wert Times-Bulletin
Warren Tribune Chronicle
Washington C. H. Record-Herald
Wilmington News-Journal
Wooster Record
Xenia Gazette
Zanesville Times-Recorder & Signal

One order ... One check!



TOP

COVERAGE...to lead your Western sales parade!



Get in step with NBC Pacific Coast Network. NBC reaches 83.5% of all radio homes in the Far West. That means a bigger part of America's fastest growing market for you!

Are you getting your full share of the golden stream flowing from the Pacific Coast? Day or night NBC Pacific Network takes your sales message into more homes than any other network serving this area.

And 98% of all Pacific Coast families have radios in their homes!

More than 11% of the national buying income is on the Pacific Coast...and it's getting bigger. Get your sales story to the greatest number of these potential customers over NBC Pacific Coast Network.

NBC costs per thousand are lower than those of any other network serving the Far West!

For complete details consult your nearest NBC Sales Office today.



**WESTERN NETWORK
NATIONAL BROADCASTING COMPANY**

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

General Mills Contest Calls for No Boxtops

MINNEAPOLIS, March 6—No box-tops, not even reasonable facsimiles thereof, are needed to enter a unique new General Mills contest backing Cheerios.

The contest will run from March 24 to April 21. It's a public service campaign built around the theme that "America is great." All a youth (born after April 21, 1935) must do is send in a 50-word essay telling why America is great.

The Cheerios package has been redesigned to help entrants write their essays. A series of ten packages will carry selections of short statements on the American way of life.

■ General Mills' grand prize is a \$4,000 college scholarship. The winner and 24 runners-up will get air tours by American Airlines to various centers of "America's greatness." Each of the 25 can take along one parent, one school teacher and one grocer. There are 1,100 other prizes. GM can't say what the total value of prizes is because it doesn't yet know what the air trips will cost.

Radio and television contest announcements will begin March 24 on "The Lone Ranger" shows and sectionally on radio. B&W ads will run in *Scholastic Magazines* in April. On April 6 and 13, color pages will appear in Metropolitan Sunday Comics Group, *Puck*—*The Comic Weekly* and some independent newspaper comics supplements.

Company executives decided to dispense with the usual boxtop requirement because of the public service nature of the campaign. Also, it was felt that more young people would enter if no boxtops were required. Materials have been sent to educators to tell how easy it will be to enter the contest.

Dancer-Fitzgerald-Sample is the agency.

Campaigns Below Rio Grande

Johnson & Johnson International is advertising its baby oils, baby powders and Band-Aid in "Su Familia... y Usted," the Spanish "ad-editorial" column syndicated to Latin American newspapers. The campaign is being handled by Young & Rubicam.

Comiskey Joins Liberty

Charles Comiskey, formerly v.p. of the Chicago White Sox baseball club, will join Liberty Broadcasting System in Dallas as v.p. in charge of sports. Mr. Comiskey resigned from the White Sox in January, claiming the board of directors had refused his demand for a salary hike and a guarantee of tenure. Just prior to his announcement that he would join Liberty, Mrs. Grace Comiskey, his mother and also president of the White Sox, had said he would rejoin the club.

Publisher Quits Business

Phelps Publishing Co., Springfield, Mass., is going out of business July 1. The company gave rising costs as the reason for the action. Phelps publishes *Catholic Mirror*, *National Grange Month*, and *New England Homestead*, among other publications.

WABI Names Everett-McKinney

WABI, Bangor, Me., has appointed Everett-McKinney its national representative.



DURENE DRIVE—A comprehensive store kit is going out to retailers to supplement this full-color spread in *Life*, May 5, by the Durene Assn. of America to highlight all categories of merchandise bearing the Durene label. McCann-Erickson, New York, is the agency.

Joins 'Implement & Tractor'

Stan Osborn, formerly with the advertising staff of *Nebraska*

Farmer, has joined the advertising department of *Implement & Tractor*, Kansas City.

Ed Burgeson Heads BofA Retail Dept., Smith Moves Up

Edward H. Burgeson, formerly advertising sales manager of the *State Journal & Capital Times*, Madison, Wis., has been named head of the retail department of the Bureau of Advertising, American Newspaper Publishers Assn. The appointment is effective April 1.

William W. Smith, who has been acting head of the BofA's retail work since last fall, moves up to the post of associate manager of sales development.

M-E Appoints Schaeffer

Peter Schaeffer, formerly an account executive with Robert W. Orr & Associates, New York, has joined McCann-Erickson, New York, as senior account executive assigned to drug products.

McKenzie to Grant Advertising

Donald E. McKenzie, formerly with Brooke, Smith, French & Dorrance, Detroit, has been appointed production manager in the Detroit office of Grant Advertising.

The road to ATLANTIC CITY...

is through **WFIL**.



When is 5,000 watts more than 5,000 watts? When it's first on the dial! Operating at 960 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency... 100,000 watts at 11.20 kilocycles.

Direct Route to the Seashore

Take a shortcut to sales in the "Playground of the World" through WFIL-adelphia. It's the fastest way to reach a city with 12 million visitors who spend \$121 million a year at retail, including \$38 million in hotels alone. Here, too, is a permanent radio-home population of 68,640. For your summer radio campaign, remember... hordes of shoppers who buy in Philadelphia live or relax in Atlantic City and nearby resorts... and in this area of wealth and free spending WFIL outpulls stations 10 times more powerful.

DOES THE JOB Alone

WOW OMAHA

NBC 590 5000 WATTS

Room 280 Insurance Building

JOHN BLAIR & CO., Representatives

McCann-Erickson Promotes Seven of Its Executives

McCann-Erickson has promoted seven of its executives. Thomas H. Lane, v.p. in charge of radio and TV, has been elected to the board and becomes senior service division manager. Alfred J. Scalpone, v.p., will coordinate radio and TV activities in all domestic and overseas offices.

Leonard F. Erickson, v.p., becomes head of radio and TV in New York. Hendrik Boornem has been named v.p. and manager of the new program development in radio and TV. J. Neil Reagan, Hollywood office manager, has been appointed a v.p. William C. Dekker, v.p., will coordinate all media activity. John J. Flanagan, v.p., has become a manager of the combined media department.

Wilten Gets Accent Account

Marjorie Wilten Advertising, Clayton, Mo., has been appointed to direct advertising for the Accent shoe division of International Shoe Co., St. Louis. Previously, Olian Advertising, St. Louis, handled the account.



GOOD NEIGHBORS—Newsweek Publisher Theodore F. Mueller, one of 11 American newspaper editors and publishers who recently completed a ten-day inspection tour of Central America at the invitation of United Fruit Co., looks on as United Press Associates' day manager, Gene Gillette (left), meets President Juan Manuel Galvez of Honduras.

Harold Kirsch Co. Moves

Harold Kirsch Co., St. Louis agency, will move to new quarters in the Delaire Bldg. on March 15.

Magazine Publishers Will Donate Space to Savings Bonds Program for Seventh Year

WASHINGTON, March 6—Magazine Publishers of America announced today that it will continue to support the Defense Savings Bonds program. This will make the seventh consecutive year that its members have donated space to the program.

At present the Treasury receives free space in periodicals with a total circulation in excess of 150,000,000. Contributions of the magazine industry since September, 1946, could be conservatively estimated at \$64,000,000, Elihu E. Harris said. Mr. Harris is director of advertising and promotion for the Treasury Department.

Secretary of the Treasury John Snyder and Dr. John R. Steelman, assistant to President Truman, met with magazine publishers here today. Secretary Snyder presented the Treasury's new silver volun-

teers medal to members of the Magazine Publishers committee. Medals also were awarded to volunteers who developed the program through the Advertising Council.

In addition to Raymond B. Bowen of *The New Yorker*, the following committee members received the new medal: Albert E. Winger (*Crowell-Collier*); Bernard Barnes (*Time*); Frank Braucher (Magazine Advertising Bureau); Arch Crawford (National Assn. of Magazine Publishers); John R. Buckley (Hearst Publications); William B. Carr (*McCall's*); Malcolm Delacorte (Dell); Arthur W. Kohler (Curtis); O. G. Schaefer (Meredith), and Chester Van Tassel (Conde Nast).

Secretary Snyder also awarded the medal to the following members of the Advertising Council who were present: Fairfax M. Cone, chairman of the board of the council and president of Foote, Cone & Belding (FC&B prepares the bond advertising, also as a public service donation); Theodore S. Repplier, president of the council; Thomas H. Young, volunteer coordinator; Henry C. Wehde, campaign manager; Eugene J. Garvy, FC&B Treasury account executive, and John M. Rolfe, Treasury copy director at the agency.

Government liaison with the Advertising Council was represented by Charles Jackson and Spencer R. Quick, assistants to Dr. Steelman.

Representing the U. S. Savings Bonds division were Vernon I. Clark, national director; Bill McDonald and Elihu E. Harris, assistant national directors; Merrill Predmore and Philip M. Light, acting assistant national directors, and John Koepf, Edmund J. Linehan and Jacob Moglever, all of the advertising and promotion branch.

Moehren Joins Ellington & Co.

Walter A. Moehren, formerly senior associate and account executive of Lloyd H. Hall Co., New York market research organization, has been appointed research associate of Ellington & Co., New York agency.

and All of America's 3rd Market

adelphia



HAROLD E. BAGGS, Hotel Executive—This WFIL fan is general manager of the Traymore, one of Atlantic City's 341 hotels. It's but an overnight train ride (or less) to the shore for 90,000,000 Americans.



MRS. F. BERGE, Specialty Shop Buyer—She buys cosmetics and hosiery for Homberger's, one of the city's 255 apparel stores which sell \$15,678,000 worth of goods a year. She's a regular WFIL listener.



ALBERT N. CRAMER, Building Contractor—In a town with 23,000 guest rooms, repairs and new construction keep men like Mr. Cramer busy all year. Like many residents he listens regularly to WFIL.

...WFIL—Philadelphia's "14-County Salesman"

Atlantic City and the thriving seashore resorts are just a few of the 147 rich urban zones in the 14-county Philadelphia Retail Trading Area best reached by WFIL. Your message can be heard loud and clear by more than 4,400,000 people with buying power of \$6,981,101,000 in this vast market. Listening, too, are millions more in the huge bonus area beyond. Total coverage: a zone with more than \$9 billion in buying power. You're first on the dial in America's Third Market when you schedule WFIL.

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

THIS MAN IS READY TO WORK FOR YOU!

You have never met this man. You probably never will. Yet he is ready and willing to go to work for you . . . to sell your product or service entirely at his own expense. He is typical of thousands of direct-to-consumer salespeople all over America . . . including vast numbers of women, too. They are experienced and sales-wise. They live among the customers they serve. They are ready to push doorbells and make personal calls and demonstrations to the very people you consider your best prospects. Their contact with the home office is almost entirely by mail.

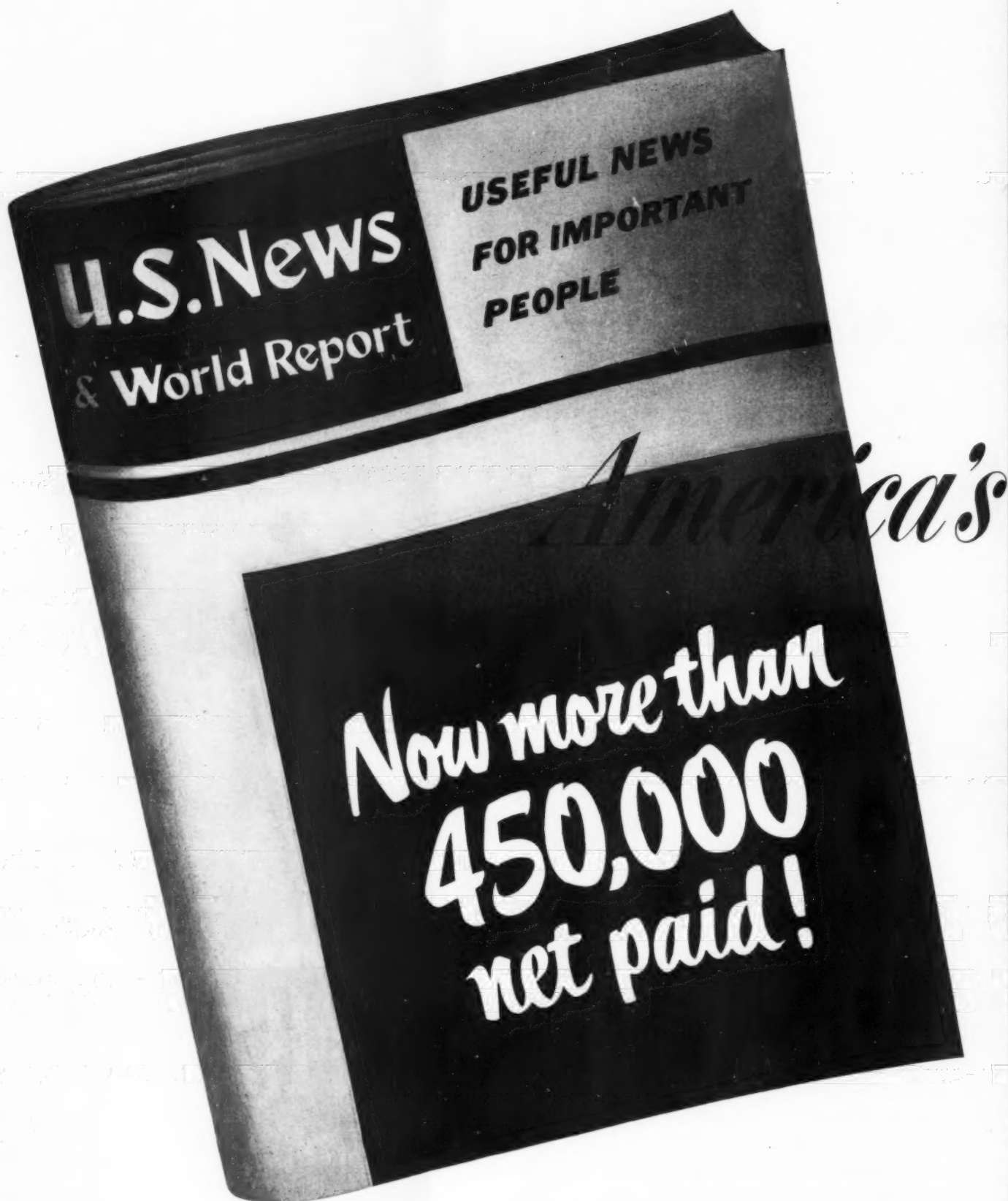
The direct selling field is big, important, a seven billion dollar industry. Yet even the most modest firm can enter and serve national distribution remarkably fast and with astonishingly small sales cost.

One publication has served the independent direct salesperson for the past 28 years . . . **OPPORTUNITY MAGAZINE**. Direct salespeople read **OPPORTUNITY** and act upon the offers made in its columns.

The merchandising department of **OPPORTUNITY** . . . headed up by long-experienced Barney Kingston . . . will help you analyze your product for direct selling possibilities . . . and help you also in copy preparation, planning and follow-through. Write today, in detail, and let us tell you about this **OPPORTUNITY** service that is yours without cost or obligation.

OPPORTUNITY MAGAZINE

Dept. A109, 28 E. Jackson Blvd., Chicago 4, Illinois



A market not duplicated by any other news

Voted **most useful** **magazine by group after group**
of America's most outstanding men

Voted **most useful** **by the men of outstanding business achievement.**

Poll of all U. S. names listed in 1951 "Who's Who In Commerce & Industry."

Voted **most useful** **by the men who run America's railroads.**

Poll of administrative, traffic and operating executives of U. S. Class I railroads.

Voted **most useful** **by the men who know markets best.**

Poll of heads and media directors of advertising agencies billing more than \$1 million.

Class News Magazine

Voted **most useful** **by men who head America's most aggressive companies.**

Poll of management, operating, and sales heads of the leading 100 national advertisers.

Voted **most useful** **by the men who know important news best.**

Poll of editors of all daily newspapers in cities of 25,000 and over.

Voted **most useful** **by the men of official Washington.**

Poll of Government and legislative officials in Washington, D. C.

Voted **most useful** **by the men who direct the nation's labor unions.**

Poll of those listed in "Directory of Labor Unions."

Each of these "first choice" awards, among all six news and management magazines, measures coverage—yes. But equally important, they measure *authority and respect*. They reveal *preferred* readership at all levels of a major segment of American business and industry—the ideal climate for advertising to important high-income people in the nation's important companies and organizations.

magazine

**U.S. News
& World Report**

FIRST IN ADVERTISING GROWTH

1951 Revenue Gain 53% Over 1950; Greatest in Its Field

FIRST IN CIRCULATION GROWTH

*1951 First 6 months ABC Gain 23% Over 1950;
Greatest in Its Field*

Rambo Appointed Sales Head

Joseph S. Rambo has been appointed general sales manager of Adam Schardt Brewing Co., Norristown, Pa., brewer of Valley Forge beer, Rams Head ale and Prior beer. He succeeds O. H. Greenfield, who is retiring.

WOW-TV Appoints Two

Al Larson, sales representative for WOW and WOW-TV, Omaha, has been promoted to regional sales manager of WOW-TV. Bob Seitzer, formerly publicity director of KMTV, Omaha, has been appointed promotion manager.

Sherman Bowles Dies; Published Springfield Papers

SPRINGFIELD, MASS., March 4—Sherman Bowles, publisher of the *Union, News and Sunday Republican* here, and a multi-millionaire industrialist, died in New York yesterday. He was 61.

Mr. Bowles went to New York last Thursday and suffered a heart attack while visiting friends. After treatment by a physician, he returned to his apartment. He was later found dead in the apartment, apparently victim of another heart attack.

Mr. Bowles came from a long line of Springfield newspaper men. They included three Sam Bowles, who ran the *Springfield Republican*, and other publications, from 1797 to 1919, when Sherman Bowles took over. He was a cousin of Chester Bowles, co-founder of Benton & Bowles and now U. S. ambassador to India.

Mr. Bowles was business manager of the *Harvard Crimson* at college. He worked for the *Republican* a while, then in the circulation department of the *Philadelphia Public Ledger* for two years. He returned to Springfield, working on the *News* before serving in the Marine Corps in World War I.

After the war he took over active management of the Springfield papers. In 1946, in September, a strike by three AFL craft unions and the CIO newspaper guild closed the papers. The city was without a paper for 144 days. The *News* resumed first, but the *Union and Republican* did not reappear for a year.

Although Mr. Bowles transferred his stock interests to an employees' benefit fund several years ago, he continued to exercise control as financial adviser.

Reportedly worth \$34,000,000, Mr. Bowles' financial interests were varied. He held controlling interest in Longchamps restaur-

rants here; Atlas Tack Corp., Fairhaven, Mass.; Exchange Buffet restaurant chain in New York and other cities; Alliance Mfg. Co., and other enterprises.

He was reportedly associated with John Fox, formerly a Boston financier now living in Fairfield, Conn., in a recent bid for control of Western Union Telegraph Co.

GERALD B. WILLIAMS

DUNKIRK, N. Y., March 4—Gerald B. Williams, 81, president of Dunkirk Printing Co., publisher of the *Dunkirk Evening-Observer*, died yesterday. He retired from active business five years ago.

MRS. BLANCHE S. BAYRD

MALDEN, MASS., March 5—Mrs. Blanche Simpson Bayrd, 77, owner and publisher of the *Malden Evening News*, died Sunday at her home here.

Mrs. Bayrd became publisher of the *News* after the death of her husband, Frank A. Bayrd, in 1940.

FREDERICK A. MORLEY

NORWALK, CONN., March 5—Frederick A. Morley, 35, public relations executive, died Saturday at Norwalk Hospital from injuries received earlier in the day in an auto accident.

Mr. Morley, for the past eight years, had been public relations director of Jackson & Perkins Co., Newark, N. Y., rose grower. He previously had been associate editor of *House & Garden* and nature editor of *Life*.

ITALO A. MARTINO

WOODBIDGE, CONN., March 5—Italo A. Martino, 58, v.p. and chief engineer of Station WDRC, Hartford, Conn., died Sunday at his home here after a short illness.

Mr. Martino joined WDRC in 1923. During his career, he had taken an active part in the development of the station, and later in the development of FM radio. WDRC was used in many early experiments with FM. The station ran the first commercially owned and operated FM unit in the U. S.

JOHN L. EBAUGH

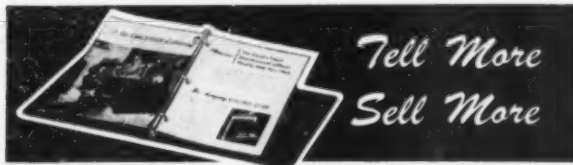
BIRMINGHAM, ALA., March 4—John Lynn Ebaugh, 83, former business manager of the *New Orleans Times-Picayune*, died at his apartment here Friday.

Mr. Ebaugh was business manager of the *Times-Picayune* for the last five of 27 years during which he was connected with it. He later came to Birmingham and for a time was general manager of the *Birmingham News*. He retired about 18 years ago.

ALBERT D. BOLENS

PORT WASHINGTON, WIS., March 4—Albert D. Bolens, 90, one of the oldest active publishers in the nation, died here Feb. 27 after a short illness. At the time of his death, Mr. Bolens was publisher of the *Wisconsin Statesman*. The monthly devoted to public affairs was founded by his father.

In 1891, Mr. Bolens was publisher of the *Daily Journal*, Sheboygan, Wis. From 1895 to 1905 and from 1924 to 1928 he published the *Port Washington Star*.



Tell More
Sell More

... WITH A **Displaymaster**
A Ring Binder that STANDS, SITS or LIES FLAT
At a flip of the fingers, it becomes a hard-hitting sales tool. Displaymaster props up at a 30° angle when prospect is standing, 60° when prospect is sitting. This better vision means better presentations. Sets up and takes down in a flash; no fussing with gadgets. Also 100s of Other Items!

SEND FOR FREE FOLDER

1702 W. WASHINGTON BLVD.
Sales Tools, Inc. CHICAGO 12, ILLINOIS

**Phil Provost**

and

The Martin Company

Build A

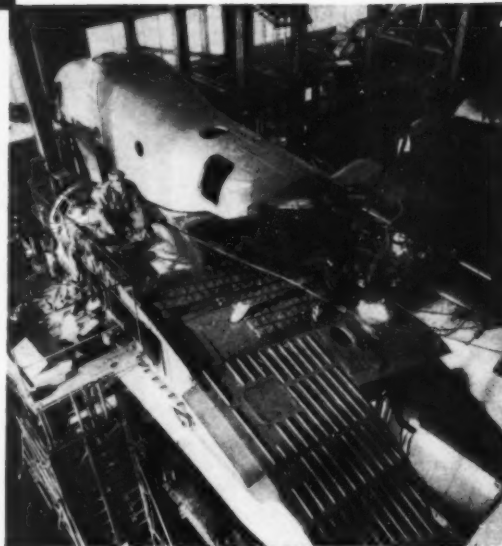
Bigger, Richer

Baltimore

Big, bustling Baltimore is a booming industrial center of many different industries. The great Glenn L. Martin plant is here . . . spread over a thousand acres of land. Martin builds aircraft, guided missiles and electronic equipment. And their backlog of orders now totals more than \$400,000,000! Martin's is another important Baltimore industry that is making the city bigger . . . more prosperous.

Phil Provost is a quality control inspector at the Martin Company. He is helping to make Baltimore bigger and richer. Phil is one of 22,000 Martin employees. He is part of a \$92,000,000 payroll (that's nearly triple the 1949 payroll of \$31,000,000 to 8,700 workers). And Martin's big operation contributes only a portion to bigger, richer Baltimore's new spending power!

Baltimore's excellently diversified, steadily active industry makes the Nation's 6th largest city more important than ever. SELL Baltimore . . . advertise to Baltimore's largest evening and Sunday circulation—The News-Post and American.



Largest Evening and Sunday
Circulation in Baltimore

Baltimore News-Post and American

Represented Nationally by Hearst Advertising Service

**COUPON
THE WEST
AT LOW COST
IN JUNE
SEE PAGE 57**

LEROY S. GALVIN

LIMA, O., March 4—Leroy S. Galvin, 76, editor and publisher of the *Lima News*, died here Saturday. As reporter, editor and publisher, Mr. Galvin was active in newspaper and printing work here for more than 50 years.

CLIFFORD W. SKOGH

ROCHESTER, MINN., March 4—Clifford W. Skogh, 54, v.p. of Magill-Weinsheimer Co., Chicago lithographer, died here Sunday.

RUSSELL WHITE

CONTOOCOOK, N. H., March 4—Russell White, 77, retired general manager and director of Lever Bros. Co. when the company was located in Cambridge, Mass., died here Feb. 28. He retired from Lever Bros. in 1936.

HENRY S. DENNISON

FRAMINGHAM, MASS., March 4—Henry Sturges Dennison, president of Dennison Mfg. Co. here, died suddenly on Feb. 29, four

days before his 75th birthday.

Mr. Dennison joined the company in 1899 after graduating from Harvard. Within 18 years, he attained the presidency of the firm. Under his direction, the more than 100-year-old manufacturing concern expanded into a network of national and international branches and currently produces more than 6,000 paper items.

CHARLES G. ABBEY

GENEVA, N. Y., March 6—Charles G. Abbey, 72, retired advertising manager of the *Daily Times* here, died yesterday at his home. He had been a newspaper advertising salesman most of his life and retired from the *Times* six years ago when he opened an advertising agency for local merchants.

Putman Releases Ad Film

Putman Publishing Co., Chicago, has released two films, "The Radar of Selling" and "Epilogue," to colleges with courses on advertising. The films present "the real-life story of industrial advertising

at work in peacetime and in the present defense effort." Co-sponsor of the films is the National Industrial Advertisers Assn. The 16-mm sound-and-color films run 34 minutes. A showing can be arranged by writing Ewing W. Graham at the publisher's address, 111 E. Delaware Pl.

Appointed Morey, Humm V. P.

Mrs. Janet Chatfield-Taylor, formerly an account executive with Irving Serwer Advertising, New York, has been appointed a v.p. with Morey, Humm & Johnstone, New York. She will be associated with Mrs. Muriel Johnstone in the agency's women's division.

Olian Gets Meletio Account

The Golden Dipt division of Meletio Sea Food Co., St. Louis, has appointed Olian Advertising, St. Louis, to direct advertising and sales promotion of its Golden Dipt ready-mixed breeding.

Ferber Joins 'Esquire'

Sam Ferber, last with *Boy's Life*, has joined *Esquire* as promotion manager.



CHAIN REACTION—Carla Kelly extends a welcome in behalf of Chicago to frozen food convention delegates. Here she pins a boutonniere on Howard C. Boerner (left), national sales manager of Minute Maid Corp., and in turn receives a corsage from Ambrase E. Stevens, Minute Maid v.p.

A 5 to 50 times better medium



for your complete product story because:

- ▶ It is the only practical reference source for builders and contractors.
- ▶ 89% will use it for a solid year.
- ▶ Constantly used by builders and contractors when they build, when they buy, when they plan and specify.
- ▶ Used by 87,000 building men — the men who build 2 out of every 3 homes and apartments; who do two-thirds of the remodeling; who specify, buy and install the bulk of the building products used in the light construction field.

Final closing date for complete plates April 11

Practical Builder

5 South Wabash Avenue • Chicago 3, Illinois

The Cost? Less than 1c per page per copy; less than the cost of a mailing piece

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Clarifies Thorobred-Tuxedo Agency Setup

To the Editor: It was with great surprise that I turned to Page 3 of your Feb. 25 issue and read that "Thorobred Dog Food Co., Cincinnati, has added chlorophyll to its Thorobred and Tuxedo brands of dog food. Associated Advertising Co. prepared the poster and other advertising."

To set the record straight, The Thorobred Co. Inc. (not Thorobred Dog Food Co.) manufactures and sells Thorobred dog food. Early & Daniel Co. (an entirely different organization whose salesmen compete with Thorobred in many areas) controls the Tuxedo brand name, which is applied to many types of poultry feed and animal feed (including dog food—or

"feed"—as the Early & Daniel Co. terms it).

The advertising for the Early & Daniel Co. is handled by Keeler & Stites Co. The advertising for Thorobred Co. Inc. is handled by Associated Advertising Agency Inc. All four companies are here in Cincinnati.

You can see how your article could lead to confusion and misunderstandings.

SAM MALCOLM LEVY,

President, Associated Advertising Agency Inc., Cincinnati.

Our understanding is that Tuxedo feed is manufactured by Thorobred for Early & Daniel.

Refreshed by Chrysler's 'Motor Trend' Award Ad

To the Editor: The Creative Man missed the point of Chrysler's Motor Trend award ad (AA, Feb. 18). Obviously the ad was aimed at the man who selects his car on a rational, measurable, mechanical basis rather than the man who lets his wife pick for him a car which will impress the neighbors and awe the peasants. And there are still a good number of such men, as Motor Trend's growing circulation testifies.

Of course the bulk of Chrysler's ads, like those of other auto makers, are aimed at wives, not

men; all the more reason why the Motor Trend award ad was a refreshing bit of straight fact sticking up strikingly out of a chaos of chrome-plated boloney.

Therefore, Mr. Creative Man, let's have criticism where criticism is due, i.e., the gooey masses of purple prose perpetrated in the name of Cadillac or Buick. Or have there been so many snob-appeal, phony-fact filled auto ads that an honest ad is out of place in the field?

WILLIAM K. HERON,
Ithaca, N. Y.

\$2,000 Mistake Happened to a Catalog Mailing

To the Editor: In the Jan. 21 issue, Page 48, you have an article by Kenneth B. Butler. If my interpretation of this article is correct, it appears as if someone has made a serious mistake.

The article states this \$2,000 mistake for additional postage happened on "a publication." In all fairness to the Post Office, there is a law allowing a publication with more than four issues a year (25% editorial content) to mail over 8 ounces at the same 10¢ per pound rate. The Post Office requires that application be made for a permit under Section 34.64, and that the mail be broken down and handled the same as a second class magazine. Many publishers use this equitable postal ruling.

While it is true on catalogs (not publications) that over 8 ounces throws it into parcel post, it certainly is not true for a publication, and that statement is misleading.

It would appear to me that the mailer had not been on the job in recommending to the publisher that he apply for the proper classification.

Conditions such as this justify a company like mine.

EDWARD R. LEFLER,
Publishers' Consultants Inc.,
Los Angeles.

Mr. Lefler is right; so is Mr. Butler. The "publication" referred to was a catalog, and the incident actually happened.

Reprints 'Special Interest' Corner for a Mailing

To the Editor: The "Creative Man's Corner" in your issue of Jan. 28 has a very special interest to us—for we are the agency that prepared and placed the West Side Federal Savings and Loan ad it talks about.

In fact, we believe our friends in the financial field generally would be interested in the story. May we therefore have your permission to reproduce the article as is for a mailing? We would credit the source, of course.

Thank you and congratulations on a very perceptive article. The Creative Man put his finger right on the reason why savings and loan associations are thriving.

DAVID KLEIN,
M. D. Lasky Co., Newark, N. J.

Headline Blasts Agency

To the Editor: I assume you had your tongue in cheek when writing the heading "Agency Gets General Blasting," in the Feb. 4 issue.

Otherwise such a statement is hardly news in the agency business.

GENE CURTIS,
Patch & Curtis Advertising Agency, Long Beach, Cal.

What's the Pitch on Advertising Art? Two 'Victims' Air Their Views on Current Work

By coincidence, AA received both of the following letters in the same mail. Both are from 47-year-old artists who express similar complaints about advertising art in the U.S.—which they call unoriginal—and the effect of the commercial art pattern on craftsmen who have worked for a "name" and have tried for a fresh slant as well as a living.

To the Editor: No doubt many of your readers are aware of the economic difficulties faced by the so-called "fine" artist in this country. In contrast, the practical "commercial" artist is assumed to lead a relatively prosperous existence. But to attain this prosperity the commercial artist must at all times follow the artistic "line" laid down by the advertiser and his agent.

Back in 1926 I fell under the spell of European poster art after seeing that fine series of 24-sheet posters designed for Liggett & Myers Tobacco Co. by the late Ludwig Hohlwein—that great German poster artist of Munich. What a contrast they were to the weak, insipid designs we are accustomed to seeing on our billboards! It was in 1931 that I began the study of art in my spare time, and from the start I determined to specialize if possible, in poster design. I was much influenced by the brilliant designs that came out of Europe and I felt that there ought to be a promising future in this country for any designer who was willing to devote his time and energies to this particular field of advertising.

Believe it or not 15 or 20 years ago I was naive enough to believe that any designer who came along with a fresh and original approach to poster design would be welcomed with open arms by advertisers.

Well, in 1938 I sold my first design to a trade publication and, although I worked 3 weeks on it, got only \$15 for it. What, after all, is money compared to the joy of seeing your work reproduced for the first time? However, my "success" was short lived. I soon found out that advertisers and art directors had their own ideas about art for advertisements. I might believe that a strong symbolic design would be best, but if the art director believed that a specimen of "leg art" was best, that settled it. As a designer you were not expected to have ideas or convictions; you were expected to conform, to be like everyone else, in other words. Advertisers, I have found, always look with suspicion on anything that stands out and deviates in any way from the norm.

Well, because I could never conform I have been a financial failure as a poster artist, however much an artistic success I may be. Down through the years I have devoted a tremendous amount of time and study to all aspects of poster design and advertising and my designs are rated as "tops" by practically every art director and advertiser who has seen them. For all that, I have yet to make a living as an artist. For the past several years I have been employed as a laborer at \$1.10 an hour.

At 47, after more than 20 years of sincere conscientious effort in the field of poster design coupled with a desire to be of some use to somebody, I have little to look forward to except the prospect of drawing my social security benefits if I live to be 65. At that time I hope to retire to Europe, that poster designer's "paradise," and spend the rest of my days doing what I always wanted to do. Provided, of course, that Europe's still on the map.

In the meantime, I would not advise any art student to look too longingly at those beautiful specimens of European poster art that circulate throughout the U.S.

NAME WITHHELD BY REQUEST

To the Editor: The art of plagiarizing isn't gentle. It's rugged. I speak from experiences as an advertising artist in Chicago during the early part of my career. At that time I knew what it meant to have an art director spread out a number of reproductions of another artist's work and say, "We want you to do something like this." Meaning, of course, that he wanted a deliberate theft committed.

Before I had developed an art personality of my own I did what hundreds had done before me, and are still doing today... I followed orders. But the day was to come when I would have a style and expression in art of my own. Then I felt the rugged aspects of the art of plagiarism.

Distinctly I remember the requests to imitate Rockwell Kent (I was an admirer of Kent). Distinctly I remember retorting to the art salesman, "Tell them to get Kent!" For several years I had to work under the handicap of being myself while trying to please an art director who had Kent in mind. Then came my recognition from the Art Institute of Chicago for a painting of a winter farm scene, my first "Red Barn" picture. Immediately, the ads switched from Kent to Grant Wood! One large Chicago agency called me in for consideration for a series of Saturday Evening Post ads. He built me up with, "These are right up your alley... just the stuff you'd like to do!" Then he spread out before me several comprehensive layouts that were clear steals from Grant Wood's published paintings! That art director never forgave me for turning him down, and he never called me again. As decently as I could, although boiling inside, I explained to him that I could not destroy my standing as an individual artist by such action. "Not even in consideration of \$750 each?" he exclaimed. "Not for \$7,500." I answered.

So I know what many of the artists are up against who today are handed a collection of my reproductions and asked to "do something like these." I don't become angry with the artists who imitate my work year after year... not even when I receive a Christmas card from a friend who pencils a note "I'd know your work anywhere" on the plagiarist's design!

I have a theory concerning the art directors who practice such plagiarism I think that they are afraid of what to them is a big name. They are, after all, art DIRECTORS. They direct artists, dictate to artists, demand from artists. I think they would feel that in the case of approaching a "big name" artist they would be placed in a position of requesting rather than demanding. I come to this conclusion because, as I have said, they are a rugged gang. Refuse them and you are a dead duck.

Although the situation is hard on those of us who have worked hard to establish a distinctive style, it is far harder on the profession of advertising. This deliberate stealing cheapens not only the ad but the advertiser as well. There is no genuine glory for the art director, either...

The excuse that so-called "name" artists are too expensive isn't valid. Most, including myself, charge no more than any good commercial artist. The excuse that the "name" artist wouldn't be interested is also wrong... most are, including myself.

Yes, I hold my theory that the

How's your letterhead?

Send for brochure "Letterhead Logic" containing the chart to use by experts to determine strength, presentation, and value of your letterhead. Shows if your letterhead gives the best results. Guaranteed to show how we can deliver greater results to you than you are getting. "Letterhead Logic" is free—just please write us on your company stationery, telling us the approximate quantity you use yearly.

E. O. H. HILL, INC.
270-A Lafayette St.
New York 12

We publish two good newspapers
... they are read by everybody
in and around Louisville

We sell advertising space at
reasonable rates.
It produces sales.

The Courier-Journal
THE LOUISVILLE TIMES

Owners and operators of Radio Station WHAS and Television Station WHAS-TV
364,123 DAILY • 293,426 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

average art director feels somewhat overpowered by the "big name." For some strange reason he never understands that the use of "big name" artists would bolster his reputation as an art director, exactly as the use of fine musicians makes a conductor famous.

Perhaps it is all a matter of false impressions. I shall never forget the day after I won the major award for painting at the Art Institute of Chicago. The next day I received no phone calls from many of my clients. Nor did I receive any the next day and the day after that. So, I did some calling myself. With slight variations I received this answer to my inquiry pertaining to those commercial art jobs I had been accustomed to doing: "Listen, Nichols, you're in the big time now... you don't want the kind of stuff we hand out here."

Wouldn't I? Me... not interested when groceries still had to be purchased and rent had to be paid? I found the next three years a matter of frightening readjustment. For it was three years before I sold a painting!

I am 47 now. I don't feel old, and I don't believe 47 is old. And the purpose of this letter is to assure the art directors who bring about plagiarism of the work of men like myself that it isn't necessary. We worked hard to bring a new form of art into the advertising scene, and we believe that we can do a better job of our own creation than the youngster willing to copy who, not knowing just how it was done, has to imitate to the best of his ability. We don't buy autos that way. We don't select dentists and doctors that way. Why select art that way?

Besides, how can Uncle Sam collect taxes from me for work produced in the style I established when some other guy gets paid for it?

DALE NICHOLS,
Tucson, Ariz.

Len Liked It, Too

To the Editor: I have intended ever since Jan. 14 to write The Creative Man about his column in that issue. I must confess that more than not I have indulged in disagreeing with his appraisals and marveled at the audacity with which he expressed such positive praise or denunciation, when I assumed he could scarcely be privy either to the circumstances that dictated the format of the campaign, or its results.

But this time he got me. His analysis of the motives and strategy behind our GE Light Conditioning campaign is on the button. Which it may or may not interest him to know. Thanks for the kind words.

LEN HALL JR.,
Copy Chief, Batten, Barton,
Durstine & Osborn, Cleveland.

**'Diligent Reader,' 90,
Finds Promotion Help in AA**

To the Editor: Well folks, how are you? Yes, I am one of the first subscribers to the ADVERTISING AGE. I have taken it ever since and would be lost without it. I am living in my 91st year, successfully managing factory business for over 50 years.

I manufacture concentrated food supplements and beverages. My specialty is a tonic beverage called W.H.Y. (Wealth, Health and Youthful Vigor). Then there is Kevo a food for beverage. But to top all is the Kevo-etts. This is the food supplement President Roosevelt persuaded me to manufacture for the boys in the armed services in World War II. They were packed in the K-Ration.

I get many a good idea from reading ADVERTISING AGE. I read it diligently every week. It helps me with ideas for my manufacturing, and especially for promotional

work. People are asking me more and more for my products; for write-ups, etc., in magazines, television and radio. They are asking me to appear in their columns, and on their programs, as guest. They say I am the best advertising medium for my own products, as I look and act so young, and my voice sounds more like a young man's than an old codger of 90 years. I live on my own products, eat them every day.

Now a little more regarding your paper—your Creative Man's Corner and the talks by Jim Woolf. Let the good work go on. If you would like, maybe I would send you one of the stories that are being published in other magazines for the benefit of your readers.

G. M. BARTLETT,
President and General Manager,
G. M. Bartlett Co. and
W.H.Y. Kevo Co. Ltd., Azusa,
Cal.

**HOME DELIVERY—
200 MILES FROM HOME!**

In Roswell, New Mexico, 200 miles from El Paso, and in cities and towns throughout the Fabulous Southwest, we maintain daily home delivery, insuring our advertisers of full family readership.

It's this extra readership that gives added punch to your advertising in the El Paso Times and El Paso Herald Post—blanketing the El Paso trade territory—read by more than 80,000 families every day!

The El Paso Times

AN INDEPENDENT NEWSPAPER
MORNING AND SUNDAY

El Paso Herald-Post

A SCRIPPS-HOWARD NEWSPAPER
EVENING

Represented nationally by Scripps-Howard General Advertising Department and Texas Daily Press League.

Seattle Times Leadership Proven again

**FOUR YEAR STUDY
OF SEATTLE
NEWSPAPER READING HABITS
DAILY**

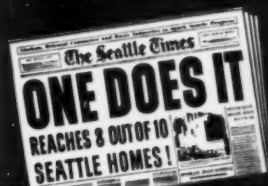
[ABC City Zone]	1952 [Dec. 1951]	1950 [Feb. 1950]	1948 [Oct. 1948]	1952 vs. 1948 REMARKS
Seattle Times Coverage of Seattle Homes	75.7%	76.2%	76.2%	Year after year the best, consistent, one newspaper buy.
Coverage by P.-I. of Seattle Homes	37.6%	41.6%	39.3%	Shows decrease in coverage.
Read Only The Seattle Times	55.5%	52.4%	53.4%	Seattle's "accepted newspaper" shows continued dominance.
Read Only Seattle P.-I.	17.4%	17.8%	16.5%	Virtually no change.
Read Both The Seattle Times and Seattle P.-I.	20.2%	23.8%	22.8%	Slightly lower duplication results from added exclusive strength of The Times.
Read Neither Newspaper	6.9%	6.0%	7.1%	No change.

SUNDAY

[ABC City Zone]	1952 [Dec. 1951]	1950 [Feb. 1950]	1948 [Oct. 1948]	1952 vs. 1948 REMARKS
Seattle Times Sunday Coverage of Seattle Homes	73.9%	73.0%	74.6%	Year after year the best, consistent, one newspaper buy.
Coverage by Sunday P.-I. Seattle Homes	40.1%	43.1%	45.7%	Shows decrease in coverage.
Read Only The Seattle Sunday Times	50.4%	47.4%	45.4%	More and more—The Times is Seattle's accepted Sunday newspaper.
Read Only The Sunday P.-I.	16.6%	17.5%	16.5%	No change.
Read Both Sunday Times and Sunday P.-I.	23.5%	25.6%	29.2%	Duplication factor shows continuing "drop" paralleled by added exclusive Times strength.
Read Neither Newspaper	9.5%	9.5%	8.8%	Virtually no change.

[Between 1948 and 1952 both Seattle newspapers increased subscription prices]

This data represents a page from the 1952 Study and Report of Seattle Newspaper Circulations and Duplications. Ask your local O'Mara & Ormsbee representative for the complete printed report.



**The Seattle Times
REACHES 8 OUT OF 10**

Represented by O'MARA & ORMSBEE • New York • Dallas • Chicago • Los Angeles • San Francisco

Department Store Sales...

Augusta, Ga., Had Biggest 1951 Gain

WASHINGTON, March 4—Cash registers are really ringing in Augusta, Ga.

The sales effect of the Atomic Energy Commission plant construction near the city shows up in new data released by the Federal Reserve Board.

Augusta department stores had a 20% gain in 1951 and a 17% gain in January. Their closest rivals were Columbia, S. C., stores, which also seem to benefit by the AEC development.

Other big gains in '51: Tucson, 16%; Wichita, 14%; Grand Rapids, 13%; Vallejo-Napa, Cal., 12%.

DEPARTMENT STORE SALES INDEX (1915=100). Table with columns for Week to Feb. 23, '52, p241; Week to Feb. 24, '51, p274; Week to Feb. 16, '52, p257; Week to Feb. 17, '51, p272; Week to Feb. 9, '52, p251; Week to Feb. 10, '51, p273.

Table with columns: Federal Reserve District and City, Year 1951, 1952, Month Week (Jan, Feb). Lists cities across various districts like UNITED STATES, Philadelphia District, etc.



NEW MANAGING DIRECTOR—A. E. Joscelyn (center), director of operations, CBS, Hollywood, and president of Southern California Broadcasters Assn., and Robert McAndrews (left), commercial manager, KBIG, Catalina, who recently resigned as managing director of the association, get together with his successor, Norman Nelson (right), to brief him on his new duties.

Hooper Announces New Monthly TV Rating Feature

NEW YORK, March 6—C. E. Hooper Inc. has announced a new monthly TV rating feature called the "Hooperade of TV stars." It will comprise a list of the top 15 programs in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

The first compilation for January shows 50 different programs making the honor roll in at least one city. The researcher considers this "particularly significant since these six cities jointly account for almost as many TV sets as the other 57 TV cities combined."

Only three programs—"I Love Lucy" (Philip Morris, CBS-TV); "Show of Shows" (several sponsors, NBC-TV), and "Texaco Star Theater" (NBC-TV)—made the top 15 in all six cities.

Fuchs Heads Merchandising

W. J. Fuchs, with the company since August, 1951, has been promoted to merchandising manager of Deep Rock Oil Corp., Tulsa.

A \$15 BILLION MARKET AT YOUR FINGERTIPS!

Don't Ignore It — SELL IT!

Get your share of the huge \$15 billion Negro market! Reach them in their homes, sell them the way they like to be sold—through their own Race publications, the newspapers and magazines they feel closest to.

ONE EXAMPLE: for a publication that sells the cream of this market, you can't beat the New Courier—read by 1,500,000 Negroes in 43 states each week.

Save Time! Cut Costs! Speed-Up Addressing with DUPLISTICKERS. Use these gummed, perforated letter-size sheets of 33 labels to expedite addressing and increase office efficiency.

Doniger & Co. Appoints C. T. Krug Ad Manager

David D. Doniger & Co., New York, has appointed C. T. Krug advertising manager of McGregor Sportswear.



C. T. Krug

Table listing cities and their corresponding ratings or values. Includes Orlando, Tampa, Atlanta, Augusta, Columbus, Macon, Rome, Savannah, Baton Rouge, New Orleans, Jackson, Meridian, Bristol, Chattanooga, Knoxville, Nashville, Chicago District, Peoria, Fort Wayne, Indianapolis, Terre Haute, Des Moines, Detroit, Flint, Grand Rapids, Lansing, Milwaukee, Green Bay, Madison, St. Louis District, Fort Smith, Little Rock, Evansville, Louisville, Quincy, St. Louis Area, Springfield, Memphis, Minneapolis District, Minneapolis, St. Paul, Great Falls, Grand Forks, Sioux Falls, Duluth-Superior, La Crosse, Kansas City District, Denver, Pueblo, Hutchinson, Wichita, Kansas City, Joplin, St. Joseph, Omaha, Oklahoma City, Tulsa, Dallas District, Shreveport, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, San Antonio, Waco, San Francisco District, Phoenix, Tucson, Bakersfield, Fresno, Long Beach, Los Angeles Area, Downtown Los Angeles, Westside Los Angeles, Oakland and Berkeley, Riverside and San Bernardino, Sacramento, San Diego, San Francisco, San Jose, Stockton, Vallejo and Napa, Boise and Nampa, Portland, Salt Lake City, Bellingham, Everett, Seattle, Spokane, Tacoma, Yakima.

Mr. Krug had been associated with Cluett, Peabody & Co., New York, since 1939. He was a member of the sales force until 1942 when he entered the Navy Air Corps. After World War II he returned to Cluett. Most recently he was assistant in advertising to George Phillips, department manager.

Coprox Appoints Agency

Kastor, Farrell, Chesley & Clifford, New York, has been appointed agency by Coprox Inc., manufacturer of a product for preventing seepage of water in basements and other masonry surfaces.

KMTV Appoints Hurwitz

KMTV, Omaha, has appointed Virginia Hurwitz, formerly with the Marine Corps supply depot at Camp Lejeune, N. C., to its promotion department staff.

TODAY'S HEALTH reaches know that the critical standards of the American Medical Profession are exemplified in publications of the American Medical Association. They know that advertising in publications of the American Medical Association is carefully reviewed before being accepted for publication.

Table with columns: City, Rating/Value. Includes Dallas, Houston, San Antonio, Waco, San Francisco District, Phoenix, Tucson, Bakersfield, Fresno, Long Beach, Los Angeles Area, Downtown Los Angeles, Westside Los Angeles, Oakland and Berkeley, Riverside and San Bernardino, Sacramento, San Diego, San Francisco, San Jose, Stockton, Vallejo and Napa, Boise and Nampa, Portland, Salt Lake City, Bellingham, Everett, Seattle, Spokane, Tacoma, Yakima.

pPreliminary. *Data not available weekly. **Data not ready.

Campbell Named Manager

Daniel M. Campbell has been appointed manager of the San Diego office of Foster & Kleiser Co., outdoor advertising company. He was an account executive in the San Francisco office. He succeeds Charles H. Dana, who has been transferred to the Long Beach branch.

Collins Miller & Hutchings Inc. AMERICA'S FINEST PHOTO-ENGRAVING PLANT. 207 N. MICHIGAN AVE., CHICAGO 1 • FRANKLIN 2-5854

Audit Bureau Adds Ten

Audit Bureau of Circulations has added eight advertiser members and two advertising agencies to its list. New advertiser members are: Aluminum Co. of Canada, Montreal; Hamilton Mfg. Co., Two Rivers, Wis.; Melchers Distilleries Ltd., Montreal; National Cash Register Co. of Canada, Toronto; National Tea Co., Chicago; O-Cedar Corp., Chicago; Shell Oil Co. of Canada, Toronto, and Sun Oil Co. Ltd., Toronto. New agency members are Earle Ludgin & Co., Chicago, and Neale Advertising Associates, Los Angeles.

Abbott Kimball Adds Account

House of Hollywood Cosmetics, Los Angeles, has appointed Abbott Kimball Co., Los Angeles, to direct its advertising, sales promotion and merchandising.



SPONSOR ENTERTAINS—Homer Evans (center), ad manager of James Lees & Sons, holds the stage during a press party in New York marking his company's entry into TV. His audience (left to right): impresario Sol Hurok and Andros Segovic, Artur Rubenstein and Jan Pearce, who will appear on the filmed musical series over NBC.

Salt Lake City Agencies Merge

Adamson & Buchman, Salt Lake City, and Ad-Craftsmen, Salt Lake City, have merged. The combined agency will be known as Adamson-Buchman. Principals in the merger are Louis W. Larsen and Richard H. Larsen, partners in Ad-Craftsmen, and W. S. Adamson and Howard M. Buchman, partners in the agency bearing their name.

Appoints Edward F. Dinan

Edward F. Dinan, formerly director of sales promotion and public relations for Fashion Frocks Inc., Cincinnati, has been appointed an account executive of Harry Schneiderman Advertising, Chicago. He will work on the Melville, Hartford, and Colony Hall style club divisions of the Fashion Frocks account.

Second 'Book of Building' Comes Out March 11

House and Garden's second annual "Book of Building" will go on sale at newsstands and book stores on March 11. It will feature building and remodeling plans for more than 40 complete houses.

Published by Conde Nast Publications, the "Book of Building" will also include specific suggestions for building and equipping kitchens, laundries, bathrooms and garages. It will sell at \$1 a copy.

When you need RECENT BIRTH LISTS

Remember WM. F. RUPERT Compiler of NATIONAL BIRTH LISTS EXCLUSIVELY for over 55 years 90 Fifth Ave., New York 11 OR 5-3523

URBAN NEGRO AMERICAN HOME OWNERSHIP UP 129%*

Ask for this New Book of Facts with 1950 U.S. Census Figures on THE MARKET WHERE THE MOST CHANGES ARE TAKING PLACE

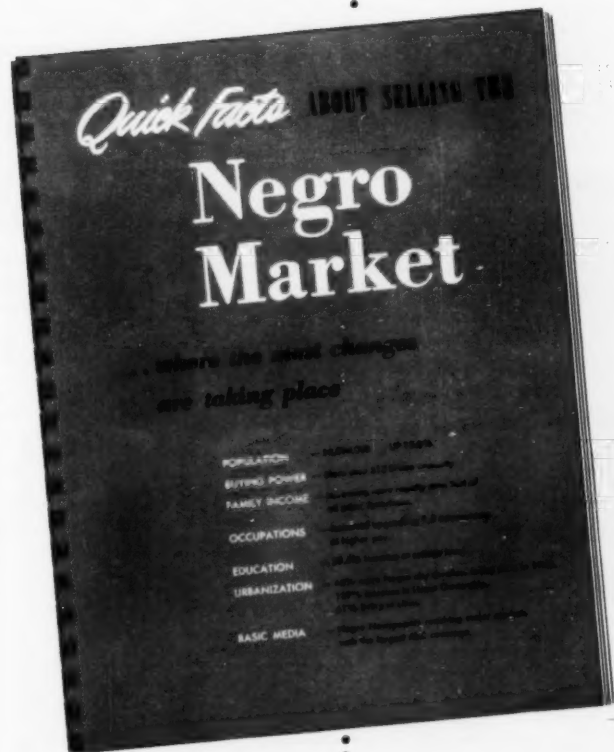
YES, URBAN NEGRO HOME OWNERSHIP HAS INCREASED 129%! Now one out of every three Negro urban families is a home owner. And this is only one of the astonishing, up-to-the-minute facts that you'll find right here in this book.

You'll find 1950 U. S. Census figures on the Negro income, Negro population in the major markets, and other surprising facts that you'll want to see for yourself before you place your advertising—A city by city description of 24 important markets arranged for easy reference. So you will find these figures easy to study and analyze.

This is a book you'll want to keep and refer to again and again.

Be sure to have your copy sent to you now—and make sure that you have complete, reliable and up-to-date information on the big changes that have taken place in the **NEGRO AMERICAN MARKET.**

Find out what this new book of **FACTS** can do for your selling program!



★
OVER TWO MILLION NEGRO AMERICANS PAY 2 OR 3 TIMES AS MUCH PER COPY TO buy their own newspapers, yet you pay no more for advertising space. In no other newspapers can an advertiser get the unspoken endorsement to these buyers that goes along with advertising in these papers.
 ★

ORDER YOUR FREE COPY NOW PHONE OR WRITE

ASSOCIATED PUBLISHERS, INC.

Representing leading Negro newspapers in every section of the United States.

31 W. 46th Street - New York 19, N. Y. Luxembourg 2-1177

166 W. Washington Street - Chicago 2, Illinois Andover 3-6343

*Increase 1949 over 1939
 U. S. Census of Housing, February 17, 1951



ANA Holds Meeting in March

The 1952 spring meeting of the Assn. of National Advertisers will be held at The Homestead Hotel, Hot Springs, Va., March 19-21. E. G. Gerbic, v.p., Johnson & Johnson, has been named chairman of the program committee. "Combating the profit squeeze by better and more effective advertising and merchandising" is the theme of the meeting. As in the past, attendance will be restricted to ANA members and invited advertising guests.

LYNCHBURG VIRGINIA

"Metropolitan" Lynchburg retail sales—36% HIGHER THAN THE U. S. AVERAGE!

Only the News-Advance covers this basic Virginia market of over 50,000 city zone population.

ADVERTISE IN LYNCHBURG—GET OUR MARKET FOLDER

Nationally Represented by
WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

Appoints Heinrich Advertising

Don Heinrich Advertising, Peoria, Ill., has been appointed to direct advertising for the accounts of Missouri Farm Bureau Insurance Companies. These accounts include both the mutual and life insurance companies. Brown Advertising, Columbia, Mo., formerly had the accounts.

McEdwards to Tatham-Laird

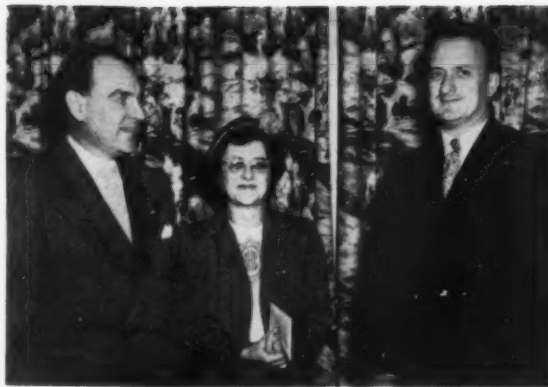
W. J. (Jim) McEdwards, formerly account executive at National Broadcasting Co., has been appointed to the contact staff of Tatham-Laird, Chicago, and will work on the Toni account.

Beaumont & Hohman Elects 2

I. C. Bettiker, manager of the Detroit office, and Perry R. Thomas, account executive in the Chicago office, have been elected v.p.s of Beaumont & Hohman.

Companies Elect Officers

Fisher Display Co. and Display Advertising Corp., subsidiaries of A. B. C. Mercantile Display Service Inc., Chicago, have elected Phillip Salzman president. Other



FIFTH ANNIVERSARY SPEAKERS—J. Whitney King Jr., manager of advertising and marketing, American Can Co., left, and Dr. Albert D. Freiberg, first v.p., Psychological Corp., are shown with Mrs. Brahma C. Hutchins, president of Sheldon, Morse, Hutchins & Easton and of the Industrial Publicity Assn., at the fifth anniversary meeting of the association in New York.

officers elected are: Sol Fisher, treasurer, and Lou Spear, chair- v.p.; Lew Posner, secretary and man of the board.

Coming Conventions

*Indicates first listing in this column.
March 17-20. National Premium Buyers Exposition (19th annual), Conrad Hilton Hotel, Chicago.

March 19-21. Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 21-22. Third annual Advertising Institute, Emory University and the Atlanta Advertising Club, in Atlanta.

March 24-27. Canadian Assn. of Broadcasters, annual meeting, Royal York Hotel, Toronto.

March 26-28. American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.

March 30-April 2. National Assn. of Radio & Television Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

April 1-3. Point of Purchase Advertising Institute, annual symposium, Waldorf-Astoria Hotel, New York.

April 1-4. American Management Assn., 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.

April 3-5. American Assn. of Advertising Agencies, spring meeting, The Greenbriar, White Sulphur Springs, W. Va.

April 8. Associated Business Publications, awards presentation, 1952 contest, Hotel Statler, Boston.

*April 16. Brand Names Day, Waldorf-Astoria, New York.

April 20-24. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 25-27. Advertising Federation of America, Fourth (Florida) District, Casablanca Hotel, Miami Beach, Fla.

May 4-7. Associated Business Publications, annual spring conference, The Homestead, Hot Springs, Va.

*May 8. Export Advertising Assn., fourth international convention, Hotel Plaza, New York.

*May 8-9. Public Utilities Advertising Assn., annual convention, Radisson Hotel, Minneapolis.

May 11-14. National Newspaper Promotion Assn., annual convention, Brown Hotel, Louisville, Ky.

May 19-20. Inland Daily Press Assn., spring meeting, Congress Hotel, Chicago.

May 21-23. International Council of Industrial Editors, 11th annual convention, Minneapolis.

May 25-28. National Business Publications, spring meeting, Skytop Lodge, Skytop, Pa.

May 27-29. National Sales Executives Inc., 17th annual convention, Hotel Fairmont, San Francisco.

June 8-11. Advertising Federation of America, 48th annual convention and exhibit, Waldorf-Astoria Hotel, New York.

June 9-10. National Assn. of Magazine Publishers, 33rd annual meeting, Pocono Manor Inn, Pocono Manor, Pa.

June 16-17. American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

*June 22-24. Newspaper Advertising Executives Assn., summer meeting, Daytona Beach, Fla.

June 22-26. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 29-July 2. National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

Oct. 3-4. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 4-7. Mail Advertising Service Assn. International, annual convention, Shoreham Hotel, Washington, D. C.

Oct. 5-9. Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.

Oct. 13-14. Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.

Oct. 20-23. Financial Public Relations Assn., annual convention, Coronado, Cal.

Dec. 27-29. American Marketing Assn., conference, Palmer House, Chicago.

ANA Appoints Bland

David Bland, advertising director of G. Krueger Brewing Co., Newark, N. J., has been appointed to the display steering committee of the Assn. of National Advertisers.

NEW BERN NORTH CAROLINA

1. Buying Center of Craven County.
2. Quality of Market—108.
3. Effective Buying Income \$16,261,000.

THE RICH NEW MARKET IS SERVED EXCLUSIVELY BY THE EVENING SUN JOURNAL
REQUEST MORE FACTS—ADVERTISE IN NEW BERN
Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

NOW... these vital questions are easier to decide!

Current and continuing answers to questions such as these are essential.

Obviously, such answers cannot come from a one-time survey, no matter how broad, or even from occasional surveys. But now actual day-to-day purchase records from more than 5000 families are available to give you the current and continuing answers you need.

How many of our sales are repeats?

One food manufacturer seemed to be losing customers from each of two products. Yet the facts showed that most of the "lost" customers were actually switching between the two products for variety's sake—but staying loyal to his brand!

Decision: to stick to his selling strategy—it was winning friends to his line.

Is our increased volume due to greater consumer buying—or are dealers simply stocking up?

Because he received reports every month on the daily purchases of more than 5000 families, a manufacturer selling in drug and variety outlets quickly saw that his upswing in sales was not due to increased buying by consumers—a fact that figures on sales to the trade could not have disclosed.

The decision: to continue to advertise heavily, but go slow on production, since inventories were obviously being built up.

How is our special offer paying out?

Another manufacturer, from facts supplied by the continuing consumer survey, found that a special offer paid off only in the areas where he had competition.

The consumer purchase figures revealed that, while the deal did win customers away from his competitors, it could not get a larger number of people to use that kind of product.

Which will best increase our gross—add a new product... or push what we have?

A manufacturer of a household product sought the best way to increase his gross. He was able to determine the chance for success for a new contender in the field... what consumers would expect in the way of performance and price.

The reports from consumers showed their preferences and indicated that the new product would sell well—and it does!

The facts upon which these manufacturers based their decisions were supplied by the Consumer Purchase Panel of the J. Walter Thompson Company. The Panel provides a "moving picture" of the buying and consuming habits of more than 5000 families across the country—from urban, suburban and rural areas—representing all income groups. Want to know more about it? Just write us.

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

Other U. S. offices in: CHICAGO, DETROIT, LOS ANGELES, LAKELAND, MIAMI, SAN FRANCISCO, SEATTLE, WASHINGTON, D. C.

Principal international offices in: ARGENTINA, AUSTRALIA, BELGIUM, BRAZIL, CANADA, ENGLAND, FRANCE, INDIA, MEXICO, SOUTH AFRICA.



LIGHTNING SERVICE—That's what servicio relampago means in Peru and it applies to Coca-Cola Co.'s fast home delivery in Lima, where trucks are radio dispatched. This page is in Coke's current "Red Barrel" house organ.

Auto-Lite Will Run Auto Show in N. Y. and Put It on TV

New York, March 4—Electric Auto-Lite Co. is planning to sponsor the first national TV auto show.

The company, which has been saluting automobile manufacturers on its TV programs, has decided to pick up the tab for an automobile show at the Waldorf-Astoria April 2-5. It will also preview the show on TV April 1.

The show itself will be open (and free) to the public and to the individual car makers. T. J. Maloney, executive v.p. of Cecil & Presbrey, came up with the auto show idea, and he will be in charge of it.

■ So far, 11 manufacturers have said they will be represented. This includes Chrysler. Ford has not decided, and General Motors—which has its own ignition system—will not be there.

The TV show will be conducted by Ken Murray, and will occupy the "Suspense" time slot on CBS-TV, 9:30 p.m., EST.

RCA's '51 Gross Reached Peak, but Net Was Below '50

Radio Corp. of America, New York, and its subsidiaries grossed a record \$598,955,077 in sales last year, a 2% increase over 1950's \$586,393,450. But its net income dropped to \$31,193,000, equal to \$2.02 a share, compared with \$46,250,000, or \$3.10 a share, in 1950.

RCA's subsidiary, National Broadcasting Co., reached a record \$137,156,000 volume, up 48% from \$92,373,000 in 1950. David Sarnoff, RCA chairman, said television sales accounted for all the increase, surpassing radio network sales for the first time in 1951. The company attributed the decline in net profits largely to a leveling off of consumer demand for TV sets following scare buying in 1950.

Craig Joins Outdoor

John F. Craig, formerly assistant account executive with Hewitt, Ogilvy, Benson & Mather, New York, has been appointed account executive by Outdoor Advertising Inc., New York.

PATERSON NEW JERSEY

3rd City in New Jersey Covered With THE PATERSON CALL

In 1950 the Morning Call carried more than 7,000,000 lines of local advertising. Department Stores and national chain food companies know, from long experience, the people of Paterson read and are influenced by their advertising in the Call.

REQUEST MORE FACTS—ADVERTISE IN THE CALL

Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers

—GET OUR CITY TONE FOLDER—

Purolator in Special Drive

Purolator Products Inc., New York, will break a special campaign urging auto owners to check up on their oil filters, with a spread in the April 5 issue of *The Saturday Evening Post* and pages in *Life* (April 7) and *Collier's* (April 12). The company's regular ads in April issues of *Capper's Farmer*, *Country Gentleman* and *Successful Farming* will carry tie-in slugs on filter check time. The business paper schedule includes one to four pages in March and April issues of

seven publications. Special point of sale material will be distributed to retailers through jobbers. J. Walter Thompson Co., New York, is the agency.

Pipe Distributors Merge

Iwan Ries & Co., Sandusky Briar Pipe & Novelty Co. and Washington Pipe & Novelty Co., all of Chicago, have merged. The merged wholesale and distributing company is located at 26 S. Wells St., Chicago, under the name Ries Distributors Inc.

McGibbon Joins Fielder

Robert D. McGibbon, formerly with H. J. Gorman, Peoria, Ill., outdoor and transit advertising

service, has joined the staff of Fielder, Sorenson & Davis, San Francisco transit advertising service.

32½ Million LINES TOTAL ADV.
(1950-Editor & Publisher)

LUBBOCK TEXAS
Avalanche-Journal
ABC CIRCULATION OVER 46,000
Natl. Rep. TEXAS DAILY PRESS LEAGUE, INC.

NEWSPAPER



MATS



LAKE SHORE ELECTROTYPE DIV.
ELECTROGRAPHIC CORPORATION
1224 W. VAN BUREN ST. • CHICAGO 7 • PHONE 5Eeley 8-1010

Tax 'Crackdown' Affects Ad Claims, Too

WASHINGTON, March 4—Excessive tax deduction claims are going to get closer government checking. Among the claims to be watched are those for advertising and research.

"Lavish travel and entertainment expenses, executive expense allowances, business gratuities and

disguised remuneration in the form of personal living items" were also mentioned as due for a "crackdown."

John B. Dunlap, Commissioner of Internal Revenue, announced the pending plan for greater vigilance by internal revenue agents.

In the past, the Bureau of Internal Revenue has generally allowed most advertising which a taxpayer finds his business must do. A firm's past record and current aims are taken under consideration by tax collectors.

PEORIA ILLINOIS

Buying Center for the Rich 13 County PEORIA Area Market. Blanketed With **THE PEORIA JOURNAL STAR**
1—LARGEST Circulation in Illinois.*
2—LARGEST Metropolitan Market in Illinois* . . . Pop. 250,512.
3—"BEST Test Market in Midwest" says every S.M. Test Survey.
4—WHOLESALE SALES 2½ TIMES LARGER than any other Illinois City.*
*Except Chicago

WRITE FOR YOUR NEW PEORIA AREA FACT FOLDER.
Sponsored Exclusively by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

Two Sponsor Rural TV Show

A new barn-dance type television show, "Randy Blake's Home Folks Jamboree," is being placed in several markets by O'Neil, Larson & McMahon, Chicago. Sponsor is Marlene's Inc., Chicago, for Marlene's hair waving shampoo and Mynex reducing plan. Randy Blake, disc jockey for WJJD, Chicago, emcees the show. Telefilm Productions, Chicago, filmed the program.



NEW YORK WELCOME—On hand to greet WCBS-TV's new general manager, Craig Lawrence (second from left), on his arrival in New York were (left to right) Richard K. Dean, program director of the station; Jack Cowden, operations director, CBS-TV advertising and sales promotion department, and Harry Ommerle, director of the network's programs in the East.

Gray Opens Own PR Shop

John Morrissey Gray has resigned as v.p. of Allied Public Relations Associates to open his own public relations company at 342

Madison Ave., New York. In 12 years of public relations, Mr. Gray has counseled beer, cosmetics, office equipment, restaurant, medical and air transport accounts.

Report Discusses Housewives' Views on Daytime Video

CHICAGO, March 4—The housewife who was "too busy to watch TV last year" now has made room in her daily schedule to watch video shows she likes.

At least that's the contention of a new report on "Daytime Television" issued by Social Research Inc., private psychological research group.

In its new 40-page report, fourth in a series of studies on the attitude of viewers to TV shows, Social Research discusses daytime viewing habits of housewives, the types of programs they watch, facts about their personalities that are important to daytime TV, and suggestions for making daytime TV commercials more productive.

The report contends that while the "middle majority" housewife now watches daytime television, she exercises at least some selection in her choice of programs. This factor, Social Research says, can be important in making or breaking daytime programs.

In Chicago, where the survey was made, the "Kate Smith Show," the "Bert Parks Show" and "Creative Cookery" with Francois Pope are most attractive to the middle class housewives, according to the researchers.

Popular daytime TV shows are dependent upon "the personality of the main character(s) who gains the allegiance of the viewer, and dependent upon the action to catch the 'middle majority' housewife's attention so that she can forget her own isolation," the report asserts.

In view of these findings, the report continues, a TV advertiser who wants to reach a large daytime audience needs a program which offers the viewer something besides "informative material."

Daytime women video listeners tend to "gravitate to a few programs which attract them most—programs which have personality appeal and dramatic appeal. Here their sense of isolation and feeling of loneliness disappear."

On the subject of commercials, the report declares that the "middle majority" housewife's "attitude toward the commercial often has a sort of watchful-waiting quality. She doesn't want to miss anything that is really good, but at the same time she expects to be largely bored."

Commercials, Social Research says, must be sincere; the rhythm must be lively, colorful and attractive to hold attention; the contents must add to the housewife's skill, knowledge or judgment, and they must not be too repetitive or the housewife's interest will be killed.

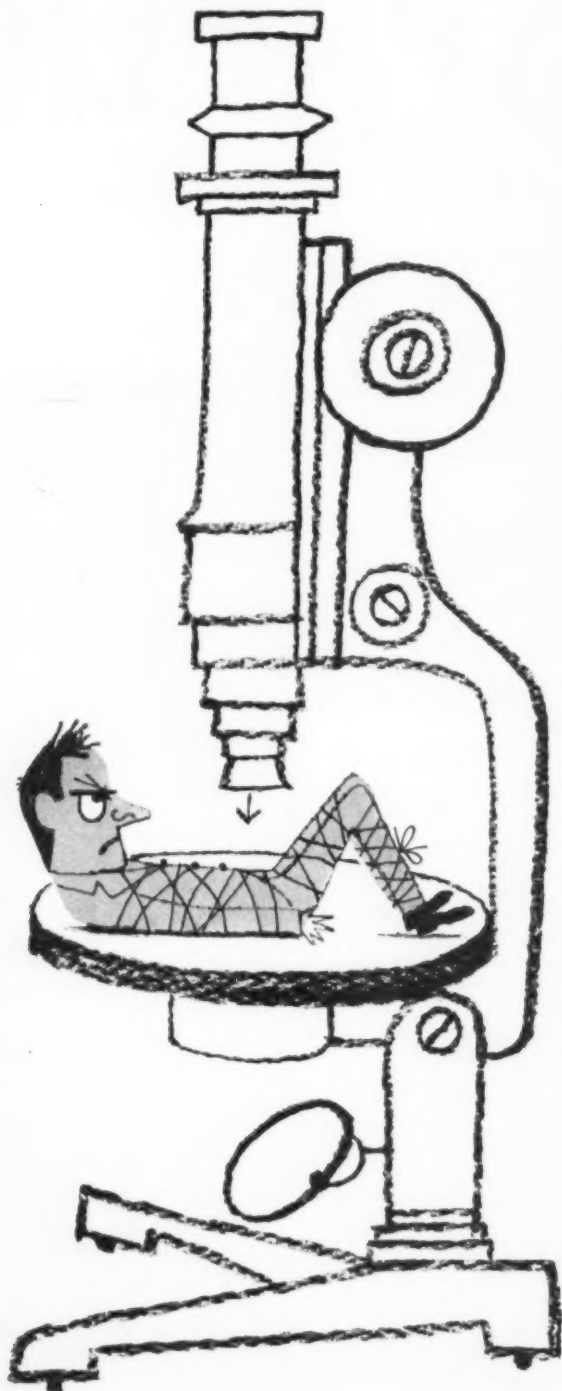
Leonard Wolf Adds Ackerman

Leonard Wolf & Associates, New York, has appointed Marshall Ackerman, formerly with the advertising department of Palm Beach Co., director of media and merchandising. Meanwhile, the agency has moved to new and larger quarters at 743 Fifth Ave.

PORT HURON MICHIGAN

Retail sales INCREASED 480% in the last 10 years. Your advertising in the PORT HURON TIMES-HERALD will cover that market! Our MERCHANDISING DEPARTMENT will help you!

SEND FOR OUR PORT HURON MARKET FOLDER
NATIONALLY REPUTED BY
WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —



A story
with a moral:
**90,000
House Beautiful
families will
have their
1951 tax returns
examined!**

The story: As a result of the tax scandals, the internal revenue boys have announced that they will check all the returns of people making over \$25,000 a year. This means they'll check at least 90,000 returns of HOUSE BEAUTIFUL families (because that many make that much, and more). The point we're making is that our 600,000 reader families are pretty affluent people. All but 15,000 of them own cars. Five out of six HOUSE BEAUTIFUL families own their own homes...and nearly half bought them within the last five years.

The moral: These people aren't stingy with their money. They like to buy things that better their home and their living. They read HOUSE BEAUTIFUL cover-to-cover. If you want to get quick sales action for your product, you'll have to hunt high and low to find a better buy than

House Beautiful
sells both sides of the counter

TV Has Big Effect on Sales, Survey in Columbus Shows

COLUMBUS, March 5—Ohio State University reports that 76.8% of the TV owners here on its consumer panel are influenced in their purchasing by television advertising. The survey was conducted by the university's college of commerce, under the direction of Dr. Kenneth Dameron.

In addition, the survey shows 44% of the families have purchased a new product or brand in the past month. Of these, 87% had seen the product advertised on TV. Dr. Dameron reported that new purchases occurred more often among lower income families and in the 35-49 age group. But television's influence, he said, was most marked in the upper-middle income group, because 100% said they are influenced by TV advertising.

EVANSTON CHILDREN NOW SEE LESS TV

St. Louis, March 5—Children of television families in Evanston, Ill., average 19 hours weekly viewing, two hours less than a year ago. Dr. Paul Witty, Northwestern University professor of education, disclosed these and other findings at an American Educational Research Assn. meeting here last week.

His report covered a survey of 1,400 Evanston children, parents and teachers. Children's viewing time dropped 12% during the first year of set ownership, he said. It dropped 2% the second year.

The survey shows most viewing is done between 6:30 and 8:30 p.m. As a result, the children see more adult than children's shows. In addition, it was found that cowboy pictures do not rank first in any age group among these children.

Reading by young viewers has declined since TV came in, although as many comics books are read as before. Dr. Witty said young viewers do not accept programs indiscriminately. Students in 7th and 8th grades, for example, want more shows about the government. They also ask for current events shows, musicals and science features.

Children reported that 68% of their families owned sets in 1951. This compares with 43% in 1950. Of the teachers surveyed, only 26% own TV sets.

Lee Rich Joins B&B

Lee Rich, formerly media director with William H. Weintraub Co., New York, has joined the media department of Benton & Bowles, New York, as a print supervisor.

Dennett Joins 'Oil Daily'

Donald H. Dennett, for the past 20 years associated with the Chicago Journal of Commerce, has joined the Chicago advertising sales staff of Oil Daily.

WKBV Joins ABC Radio

WKBV, Richmond, Ind., has affiliated with the radio network of the American Broadcasting Co.

QUINCY MASSACHUSETTS

Fourth (4th) Market in Massachusetts Covered By The

QUINCY PATRIOT-LEDGER
\$119,399,000 Effective buying income

\$99,277,000 Retail Sales
Quality of market index 112
Advertise and sell in Quincy
ASK FOR OUR RETAIL DISTRIBUTION SURVEY

NATIONALLY REPRESENTED BY
WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers
— GET OUR CITY ZONE FOLDER —

Sau-Sea Appoints Agency

Kastor, Farrell, Chesley & Clifford, New York, has been appointed to direct advertising for Sau-Sea Foods, Yonkers, N. Y., processor of frozen food products. Newspapers, radio and television will be used. Mann-Ellis, New York, is the previous agency.

Sicari Joins Salzman

Joseph L. Sicari, formerly editor of Retail Tobacconist and Tobacco Jobber, has been appointed account executive in charge of the business publication department of Hal A. Salzman, New York public relations counsel.

Goodman to Hicks & Greist

Richard E. Goodman, formerly assistant advertising manager of Krich-Radisco Inc., has joined the copy staff of Hicks & Greist, New York.

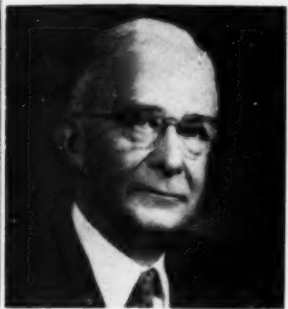
Hirsch Named Copy Director

Reba Hirsch, formerly with Ed Shapiro Advertising, Philadelphia,

has been appointed copy director of Michener & O'Connor, Harrisburg, Pa.

Promotes P. H. Northchild

Citrus Products Co., Chicago, beverages bottler, has promoted P. H. Northchild to v.p. in charge of sales. He joined Citrus in 1924 as ad manager.



American Silk Names Agency

Frederick-Clinton Co., New York, has been appointed to direct advertising for American Silk Mills, New York. Plans call for trade and consumer campaigns to launch an exclusive group of fabrics and a new patented yarn, Totarn. Kent Sisters Advertising, New York, is the previous agency.

Henry Joins Robert Orr

Samuel J. Henry Jr. has joined Robert W. Orr & Associates, New York, as v.p. and account executive. Associated with the airline and advertising business for more than 20 years, Mr. Henry was formerly with Trans World Airlines as director of advertising-media. He joined TWA in 1945.

THIS IS 'Mac' MacCAREY — (Another W-G Salesman)

A. C. 'Mac' MacCarey, Vice President and Manager of our Boston office, is a good salesman. Advertisers and advertising agencies like him for his sound logic and quiet persevering manner which are supported by extensive experience. 'Mac' will help you too. Call 'Mac' or any Ward-Griffith salesman, all of whom are backed by the knowledge, experience and resources of our entire organization. All business is local! Buy newspaper advertising!

Please note individual advertisements of our newspapers throughout this issue.

WARD-GRIFFITH CO.

DAILY NEWSPAPER REPRESENTATIVES

Part Lexington Building	Pizza 3-7028	NEW YORK
Wright Building	Superior 7-3485	CHICAGO
General Motors Building	Trinity 3-3389	DETROIT
Stalder Office Building	Liberty 3-5889	BOSTON
22 Marietta Street	Walnut 1231	ATLANTA
215 Builders Building	3-8020	CHARLOTTE
Russ Building	Yukon 2-3-8028	SAN FRANCISCO
Lincoln Liberty Building	Locust 7-3279	PHILADELPHIA

GET OUR CITY ZONE FOLDER

Pacific Northwest Farm Mechanization SOARS!



Valuation of Land and Buildings Increases 86% in Five Years

"Them as has, gits!"

It's axiomatic that farm machinery sales are most successfully made where farmers have become convinced of the advantages of mechanization through practical experience.

Pacific Northwest farmers — already far above average in machinery ownership—added substantially to their facilities between 1945 and 1950.

They have, and continue to get MORE.

With consistently high incomes, Pacific Northwest farmers possess extra buying power with which to satisfy their wants and needs for all kinds of equipment and products for farm and household use.

Get YOUR product on their shopping list! Reach them through the home-state farm magazines they read and believe in—the Pacific Northwest Farm Quad.



THE BILLION DOLLAR FARM QUAD MARKET

Farm Valuation and Acreage

	Washington	Oregon	Idaho	Utah	All Four
Value, Land and Buildings:					
1950 Average per Farm	\$20,744	\$19,963	\$22,475	\$19,433	\$20,699
1945 Average per Farm	\$11,268	\$11,054	\$11,888	\$ 9,947	\$11,097
Per cent Increase	84.10	80.60	89.06	95.37	86.53
Average Size of Farm:					
1950 Acreage	248.8	339.8	328.3	440.2	317.2
1945 Acreage	209.3	312.9	301.3	391.7	281.2
Per cent Increase	18.87	8.60	8.96	12.38	12.80
Value of Land per Acre:					
1950 Average	\$ 86.31	\$ 62.73	\$ 73.01	\$ 48.38	\$ 69.11
1945 Average	\$ 53.84	\$ 35.32	\$ 39.46	\$ 25.40	\$ 39.69
Per cent Increase	60.31	77.60	85.02	90.47	74.12

Facilities and Equipment

Farms Having Telephones:					
Per cent Reporting, 1950	57.53	50.32	55.27	51.77	54.12
Per cent Reporting, 1945	44.44	40.62	41.98	32.21	41.29
Per cent Increase	29.46	23.88	31.66	60.73	31.07
Farms Having Electricity:					
Per cent Reporting, 1950	92.52	91.29	92.42	89.35	91.73
Per cent Reporting, 1945	85.06	76.66	77.10	73.52	79.54
Per cent Increase	8.77	19.08	19.87	21.53	15.33
Per cent Electrified Farms Owning (1950):					
Electric Water Pumps	65.47	67.31	69.49	25.22	61.99
Electric Water Heaters	53.05	55.23	52.55	37.64	51.74
Electric Washing Machines	92.35	91.61	92.71	93.00	92.23
Home Freezers	15.67	17.00	16.08	12.82	15.82
Electric Chick Brooders	21.00	19.64	27.76	13.38	20.87
Electric Feed Grinders	1.90	1.72	2.57	2.06	2.01

Automobiles, Trucks, and Tractors

Automobiles per Thousand Farms:					
1950 Average	996	1,035	992	859	990
1945 Average	929	940	863	771	900
Per cent Increase	7.21	10.11	14.95	11.41	10.00
Trucks per Thousand Farms:					
1950 Average	691	660	737	635	684
1945 Average	501	445	460	417	466
Per cent Increase	37.92	48.31	60.22	52.28	46.78
Tractors per Thousand Farms:					
1950 Average	789	878	978	662	840
1945 Average	401	454	489	261	417
Per cent Increase	96.76	93.39	100.00	153.64	101.44

Miscellaneous

Number per Thousand Farms (1950):					
Milking Machines	165	153	293	160	174
Grain Combines	112	161	259	117	159
Corn Pickers	1	3	3	1	2
Pick-Up Hay Balers	28	37	56	60	41
Upright Silos	63	72	22	48	55
Pit or Trench Silos	11	7	31	100	25

Source: 1950 United States Census (Preliminary)

ADVERTISING REPRESENTATIVES
Western Associated Farm Papers, Chicago, New York, San Francisco

GENERAL OFFICES: Spokane, Washington
STATE OFFICES: Seattle, Portland, Boise, Salt Lake City

FARM QUAD

PACIFIC NORTHWEST

Wile Promotes Benedictine—the Color

NEW YORK, March 4—Benedictine should be popular with the ladies this spring. The new Benedictine color, that is. Maybe the drink, too.

That's a consummation devoutly wished by Julius Wile Sons & Co., distributor of Benedictine (the golden brown libation). Wile has

ROCKY MOUNT NORTH CAROLINA

One of the nine LARGEST cities in North Carolina, offering a field rich in Agriculture, Manufacturing, Tobacco Culture and Marketing and served by its only newspaper, the **Evening and Sunday Telegram**

SEND FOR OUR STANDARD MARKET DATA BOOK
NATIONALLY REPRESENTED BY

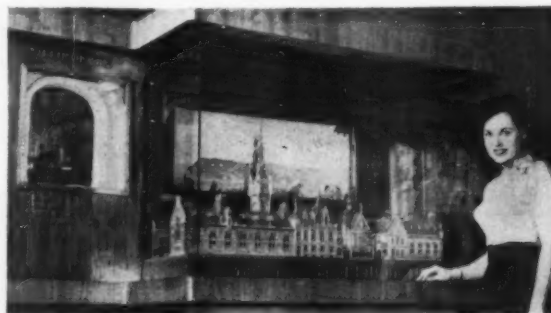
WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices
in all principal advertising centers.
— GET OUR CITY ZONE FOLDER —

been busy for a year trying to make Benedictine a generic term in the fashion world. The idea is to follow the lead of dubonnet and chartreuse—words which now mean both fashionable colors and drinks.

Wile, as well as its advertising agency, J. D. Tarcher & Co., and its public relations company, Robert S. Taplinger & Associates, thinks that if enough ladies get to talking about Benedictine, the hue, the idea will carry over to their drinking habits.

So far, about \$4,500,000 has been spent in advertising the new color. Not by Wile, but by dress makers, hosiery houses, shoe makers and big department stores.

It all started last spring when Wile went to the Textile Color Card Assn., a group including textile weavers, apparel makers, dyers and tanners. Wile proposed



FROM FRANCE—Jeanne Daneboude, visitor from Fecamp, France, where the famous Benedictine Abbey is located, visits the office of Julius Wile Sons & Co., distributor of Benedictine. She's standing alongside a diorama which will be on display in connection with a Benedictine promotion.

that the blondish brown Benedictine shade be included in the association's color charts. Wile went to the right place. The association is practically the Bible on what colors will be top fashion.

A tie-in promotion was conduc-

ted with *Vogue*. Its January, 1952, issue carried six pages of editorial and picture mention of the new color. There was even a Benedictine fabric insertion, which *Vogue* sent to important manufacturers, wholesalers, decorators and de-

partment stores.

The January *Vogue* also carried a Wile page ad which tied into the fashion copy. Wile's copy was headed: "Good taste . . . good fashion." The text talked of "a flavor, a fashion that can't be copied." The facing page was an ad for manufacturer Hannah Troy. And the Wile and Troy ads ran illustrations in which the same tuxedoed male model appeared.

In February, *Vogue* ran ten pages of editorial and national advertising on Benedictine creations. The *Vogue*-Benedictine promotion was accepted by the Saks group; Jordan-Marsh, Boston; Frost Bros., San Antonio; Rike-Kumler, Dayton; F. & R. Lazarus Co., Columbus; G. Fox, Hartford, and Denver Dry Goods Co.

Stores like Marshall Field, Chicago; Lord & Taylor, New York, and Bullock's, Los Angeles, took advantage of the official status lent the promotion by the Textile Color Card Assn.'s blessing. They spent lots of money advertising the new spring color and giving entire windows over to Benedictine merchandise.

While all this was going on, Wile Sons was preparing 1,000 special window displays for its liquor dealers and department stores. The displays featured a diorama in three sizes of the Benedictine Abbey in Fecamp, France. Wile also made up window cards, dummy bottles and plastic cut-outs. Included in the point of sale material were three yards of Benedictine fabric for liquor store windows.

Special credit cards went to all outlets to enable Wile dealers to make tie-ins with department stores. These gave credit to fashion promotions in return for credit cards placed in department store windows crediting the liqueur.

Nor did that end it. Wile went to the maker of Benedictine in France and urged him to prepare a short motion picture on "The Story of Benedictine."

The 15-minute film will be shown in the U. S. later this month. It will precede the premiere of a regular French movie, "Under the Paris Sky," at the Paris Theater here. The program also will include a live fashion show for the benefit of the fashion press.

Benedictine will be served, of course.

GE Promotes Three

Telechron division of General Electric Co., Ashland, Mass., has promoted Gilbert H. Carlson, formerly sales representative in the New York territory, to national accounts representative with headquarters in New York. He will handle chain and premium accounts nationally. Roger A. Thomas, assistant to the clock sales manager, has been advanced to succeed Mr. Carlson. Robert D. Kokins has been promoted from the sales order service at the home office to sales representative in the Baltimore and Washington areas.

Lightman Joins Otto

Harold A. Lightman, formerly with William H. Weintraub & Co., New York, has joined Robert Otto & Co., New York, as account executive. Mr. Lightman has also been with Grant Advertising and Sears, Roebuck & Co.

SALISBURY NORTH CAROLINA

1 MARKET
MEDIUM
COST

Sell the heart of the rich and prosperous Carolina market through its only newspaper—THE SALISBURY POST.

NATIONALLY REPRESENTED BY
WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices
in all principal advertising centers.
— GET OUR CITY ZONE FOLDER —

You're Sure when you order...
You're Proud when you serve



Say Seagram's and be Sure

Seagram's

Seven Crown

FOR MAXIMUM SALES APPEAL
Print YOUR car cards on FALPACO COATED BLANKS

Get this assurance, the next time you order car cards! Specify Falpaco Coated Blanks, famous for blue-white color and exceptionally smooth finish. Then you will be sure of fine reproduction and perfect register—the kind which will bring out the best in your design, colors and copy.

The Seagram's Seven Crown end card shown above is an excellent example of Falpaco sales effectiveness. It was printed in four color process—letterpress, on 5-ply Falpaco Coated Blanks, coated one side, by Bragaw-Hill, Inc., of New York City, one of the leading Car Card printers.

Falpaco Coated Blanks are also specially coated for offset lithography and varnish.

As a first step, ask your paper merchant for samples and prices.

Distributed by Authorized
Paper Merchants from Coast to Coast



FALULAH PAPER COMPANY

New York Office—500 Fifth Avenue, New York 18 • Mills: Fitchburg, Mass.



AC CAMPAIGN—This page ad is one of many which AC Spark Plug division of General Motors will run in magazines during 1952. D. P. Brother & Co., Detroit, is the AC agency.

Italy Opens TV Station No. 2

Radio Audizione Italiano, Italian government broadcasting company, will open the second television station in Italy in Milan this April. The Italian government has ordered General Electric to build 11 more TV transmitters. These will be installed in Florence, Naples, Palermo, Portofino, San Paolo, Reggio Calabria, Monte Penice, Monte Vende and Monte Calvo.

Ten High Bourbon Returns

Hiram Walker Inc., Detroit, has begun to remarket its straight bourbon, Ten High. The brand was removed from sale during the war. An intensive drive to reintroduce the bourbon includes newspaper ads in color in leading markets and trade publications. The company has not announced the agency to handle the account.

Fraser Joins Hyster Co.

Charles A. Fraser, formerly editor of "Trade News," monthly merchandising publication of the Journal, Portland, Ore., has been appointed to the promotion department of Hyster Co., Portland, maker of tractor hoists, mobile cranes, and other moving equipment.

Doucet Promoted to Ad Head

Edward Doucet Jr. has been promoted from sales engineer in the Detroit district office to ad manager of Vickers Inc., Detroit manufacturer of hydraulic equipment.

Appoints Heinrich Advertising

Don Heinrich Advertising, Peoria, has been appointed to direct advertising and promotion for the Bourbon Supreme brand of American Distilling Co., Pekin, Ill.

To Lawrence Boles Hicks

Ann Haviland, perfume and bath preparations manufacturer, has appointed Lawrence Boles Hicks, New York, to handle advertising, sales promotion and publicity. A consumer and business publication campaign for its Perhaps line will start soon.

Sponsors DiMaggio on TV

Buitoni Macaroni Corp., New York, will present "Joe DiMaggio's Dugout" over NBC-TV starting April 6 at 11:45 a.m. EST. Time for the show was bought through Albert Frank-Guenther Law.

Blair Appoints Fritz

Charles D. Fritz, formerly with Katz Agency, has been appointed to head the Detroit office of John Blair & Co., radio station representative.

Perma-Line Names PR Counsel

Perma-Line Corp., maker of permanent traffic lines, has appointed Harold Merckle Associates, New York, to handle its public relations.

TORONTO, CANADA

Capital City of Ontario—Canada's Richest Province—Having One-Third of Canada's Total Population and 42% of Retail Sales—Blanketed by the
TORONTO DAILY STAR
 —400,000 circulation (largest in Canada)
 —80% coverage of Toronto
 —50% coverage of 45 prosperous Ontario centers
 SEND FOR OUR COMPLETE DETAILED MARKET FACTS Represented in United States by

WARD-GRIFFITH CO.
 The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

Donald Duck Helps New Lime Cola Line

CHATTANOOGA, March 6—Donald Duck, Walt Disney's most popular character, and Lime Cola Co. are going into business together.

The Disney character's name will be used on a new line of soft drinks to be marketed by Lime Cola. The leader in the line is expected to be a lime-flavored cola drink developed by Dr. J. S. Pemberton of Atlanta, one of the pioneers of the cola industry. Eleven other flavors will be sold under the Donald Duck label.

Newspaper ads, radio jingles and outdoor will be used in the introductory campaign. Also, bottlers will receive point of sale displays, decorative carry-home packages and other aids.

Agency Adds Four to Staff

Aubrey, Finlay, Marley & Hodgson, Chicago agency, has added four members to its staff. They are: Clifford E. Briggs, formerly account executive with Fuller & Smith & Ross, Cleveland; Thomas M. Murrane, previously with Klau-Van Pietersom-Dunlap Associates, Milwaukee; Kenneth W. Snyder, who has been with the farm division of the Portland Cement Assn., Chicago, and Kenneth M. Hill, formerly tractor and implement buyer for Montgomery Ward & Co., Chicago, and more recently specializing in farm operations in the Dakotas.

Canada Dry Appoints Two

Canada Dry Ginger Ale Inc., New York, has appointed Allan Glazebrook national syrup sales manager. He formerly was in charge of developing the company's syrup operations in metropolitan New York. Joseph R. Lyons, formerly head of the syrup sales department, has been named to the newly created position of national sales service manager.

Appoints McNeill & McCleery

M. Jackman & Sons, Los Angeles manufacturer of men's suits, sportcoats and shirts, has appointed McNeill & McCleery, Hollywood, to direct its advertising.

Enzinger to Abbott Kimball

George Enzinger, formerly v.p. of Smith, Benson & McClure, has been appointed executive v.p. of Abbott Kimball Co. He will be in charge of its Chicago office.

SHEBOYGAN WISCONSIN

One of the FURNITURE MANUFACTURING CENTERS of the WORLD. Go after sales in that market with your advertising in the SHEBOYGAN PRESS. We will COOPERATE!

SEND FOR OUR SHEBOYGAN MARKET FOLDER
WARD-GRIFFITH CO.
 The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —



NOT TOO SMALL ...



NOT TOO BIG ...

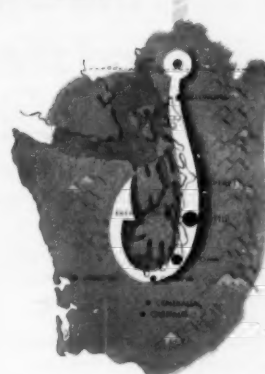
BUT JUST RIGHT*

***JUST RIGHT** means no-waste, low-cost coverage of the concentrated "hook" market of Western Washington, home for 86.9% of the people, though only 7% of the land area.

Some stations are too small to do a "market" job.

Some stations are too big — go far beyond the market into non-productive areas — at high cost.

Buy KJR for just right, low-cost, no-waste circulation!



KJR's 5000 watts is all you need for the rich, concentrated Sound market. Our "hook" coverage means low-cost selling.



Catches the Sound Market

A MARSHALL FIELD STATION — AN ABC AFFILIATE REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

DAYTONA BEACH FLORIDA

Florida's Year 'Round Resort Reached By DAYTONA BEACH NEWS-JOURNAL

1. Daytona Beach is an unusual test market; its thousands of visitors come from all over the U.S., Canada, Cuba and South America. Its Summer seasons now rival its Winters in tourist popularity.
 2. Over \$50,000,000 effective buying income.
 3. Over \$60,200,000 retail sales.
 4. A quality market index of 139.
 5. 1950 total advertising 11,418,180 lines.
- SEND FOR OUR ADVERTISERS' MERCHANDISING PLAN Represented by V. J. O'Connor Jr. in Jacksonville And Nationally Represented By
- WARD-GRIFFITH CO.**
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

Kerker-Peterson Gets EZ-Way: Moves to Larger Quarters

Kerker-Peterson & Associates, Minneapolis advertising production specialist, has been appointed to direct advertising and production service for EZ-Way Sales Inc., Newport, Minn., maker of folding stairways, disappearing ladders and sliding door installations.

On March 15, the agency will move to new and larger quarters on the second floor of the Victor Carlson Bldg.

Names Herb Warren Partner

Pavia Advertising, San Francisco, has added Herb Warren as a partner. In addition, the agency has moved to the Phelan Bldg. and plans to open an office in Rome, Italy, in early summer.

Ratings Confusion Will Be Lively Topic at Canadian Assn. of Broadcasters Meet

OTTAWA, CANADA, March 7—U.S. broadcasters are not alone in their concern over rating confusion.

One of the liveliest sessions at the Canadian Assn. of Broadcasters' annual conference is expected to be that devoted to radio program ratings in Canada. The four-day meeting starts March 24 in Toronto.

At that time a special committee will present its findings and make recommendations. Headed by C. W. McQuillin, manager of the radio and television division of Cockfield Brown & Co., this group has analyzed the differences between Canada's two principal rating services—Elliott Haynes Ltd. and Penn McLeod & Associates.

(Editor's note—Though both are based on the telephone coincidental, their reports frequently disagree. This has caused the same kind of consternation among Ca-

nadian radio station operators as that voiced by Stanley Breyer of KJBS, San Francisco. Two years ago he suggested the industry make an "impartial test" to see whether Hooper or Pulse ratings in his area were accurate. A committee appointed as a result of Mr. Breyer's proposal recommended an evaluation of all methods used to measure radio's audience. This project has yet to get past the recommendation stage.)

Mr. McQuillin said the committee started its study early in 1951 as a result of the "general misunderstanding of apparent differences" between Haynes and McLeod reports. There have been talks with A. C. Nielsen, C. E. Hooper and other research experts. The group has made no effort to test the Canadian services against an impartial yardstick. "Instead, we have confined our-

selves to analyses from a statistical and psychological basis," Mr. McQuillin told ADVERTISING AGE. "And we have attempted to measure up possibilities for some kind of a field of accuracy to satisfy the industry."

The committee will point up the differences in the services. Haynes, which has been in the business 17 years, provides the stations with program ratings. Relative newcomer McLeod gives reports to the stations on a half-hour strip basis, irrespective of programs. A third company, International Survey, uses the diary system as a basis for national and regional program ratings.

As Mr. McQuillin sees it, the group's primary aim must be to clear up the confusion that exists in the minds of broadcasters as to what they are buying when they subscribe to a particular service.

The study will attempt to show what each is intended to measure; to explain differences "real or apparent," and to outline other possible methods and what they have to offer. Then the committee will make its recommendations for possible future action.

What happens after that will be up to the association's membership. The stations may recommend an entirely new listenership study system. Sources here feel that two other alternative courses of action are more likely: (1) the Broadcast Bureau of Measurement—jointly owned and operated by the Assn. of Canadian Advertisers, Canadian Assn. of Advertising Agencies, Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters—will be asked to set up standards for listenership surveys and approve those companies abiding by them, or (2) the BBM will be asked to take over program ratings, using the telephone coincidental or some other method.

Some Canadian broadcasters, like some U. S. executives, feel that the rating confusion is of radio's own making. As T. J. Allard, general manager of the Canadian Assn. of Broadcasters, puts it:

"It is my own view that broadcasting made a mistake in ever getting into the listenership field to any greater extent than printed publications are in the readership field. I believe it would have been more valuable to sponsors, agencies and broadcasters had we remained with BBM or circulation figures just as printed publications have remained with ABC or circulation figures."

Other members on the ratings survey committee are: H. F. Chevrier, statistician, CBC; T. Ralph Hart, radio director, Spitzer & Mills; J. E. Potts, group ad manager, Lever Bros. Ltd.; Pat Freeman, director of sales and research, CAB; Horace N. Stovin, v.p. of BBM, and Professors A. H. Shephard and K. S. Bernhardt, both of the University of Toronto's department of psychology.

One sign of concern over the rating problem was the resolution passed at the recent meeting of the British Columbia Assn. of Broadcasters. Introduced by George C.

Christian Life

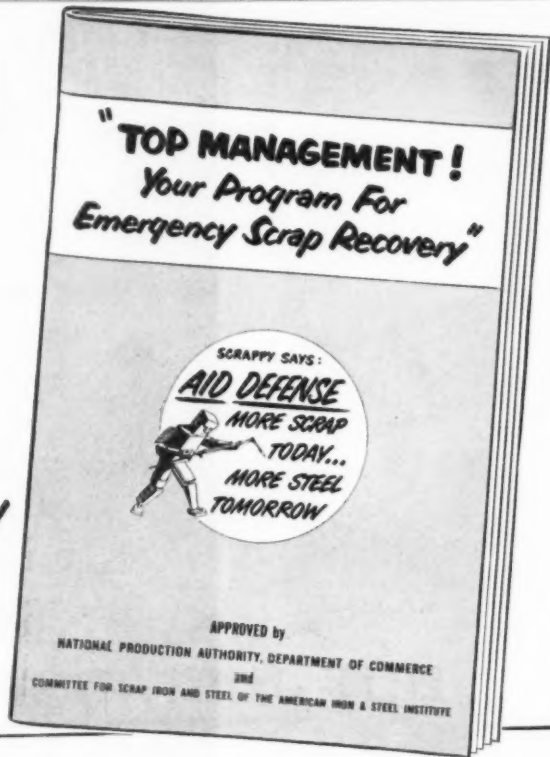
434 S. Wabash Avenue, Chicago 5, Illinois

THE WAY-TO-DO-IT BUSINESS MAGAZINE FOR TODAY'S ALERT CHURCH LEADERS

NET PAID CIRCULATION 56,968 — MAY, 1951

16.97% Pastors
20.43% Church Officers
9.39% Sunday School Superintendents
40.51% Sunday School Teachers

What YOU can do... Must do to ease the critical iron and steel scrap problem



It's a problem calling for the assistance of every thoughtful business man—now.

Unless the steel mills get more scrap... furnaces may have to be shut down.

Shut down—at a time when our armed forces need more and more equipment... when civilian demands for steel are greater than ever... when our economy is fighting desperately against inflation!

You Can Help. Yes... regardless of the business you're in... you're in the scrap business, too.

If you're in the steel-fabricating bus-

iness, you have extra dormant scrap to be added to your production scrap.

If you're in any other business, you surely have idle metal that will do you—and America—more good being fed into furnaces than cluttering up your premises.

Write for Suggestions. The booklet shown here tells how to set up a Scrap Salvage Program with least amount of effort and minimum interference with your regular operation. It tells where to look for scrap, what to do with it when you get it. You are urged to send for the booklet

now. Use the coupon.

FACTS ABOUT SCRAP SALVAGE

Steel production	1950 — 97,800,000 net tons
Estimated capacity	1952 — 119,500,000 net tons
Purchased scrap used*	1950 — 29,500,000 gross tons
Estimated purchased scrap requirement*	1952 — 36,200,000 gross tons

*All consumers

Where will the extra tonnage come from? Mostly from your dormant metal—obsolete machines and structures, tools, jigs, fixtures, gears, wheels, chains, track.

NON FERROUS METAL NEEDED, TOO:



This advertisement is a contribution, in the national interest, by

ADVERTISING AGE

Advertising Council
25 W. 45th St.
New York 19, N. Y.

Please send me a copy of the free booklet: "Top Management: Your Program for Emergency Scrap Recovery".

NAME.....
COMPANY..... TITLE.....
ADDRESS.....
CITY..... ZONE..... STATE.....

ELIZABETH NEW JERSEY

A Wealthy Market For Your Product Covered By The ELIZABETH DAILY JOURNAL 75% of Union County's Retail Sales (\$417,354,000) are made in the Elizabeth Daily Journal's Trading Market. Advertise in the ELIZABETH DAILY JOURNAL.

ASK FOR ADDITIONAL MARKET FACTS Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —



CAMPAIGN OPENER—In celebration of its 100th year of railroading, Chicago, Rock Island & Pacific Railway Co. opened its 1952 ad campaign with this four-color spread in the March 1 Saturday Evening Post. Copy features the road's new institutional approach. Hurst, Hurst & McDonald is the agency.

Chandler, manager of CJOR, Vancouver, this resolution called on CAB to take the lead in clearing up the confusion resulting from the "disparity" between the ratings furnished by Haynes and McLeod. Mr. Chandler suggested the CAB ask the research companies:

"To assist the industry... by making available to the CAB and its members... the work sheets used in the compilation of their ratings, information on the methods they use to select their samples, information on the actual size of the samples and actual methods they use to control their operator staff..."

"To (in the interests of the industry) allow any members of the CAB to have published any material relating to the above, provided it is cleared prior to publication by the board of the CAB."

Implementation of the resolution must await action by the CAB board of directors.

Business Papers Edition of Directory Is Issued

The 1952 business publications edition of the "Editorial Directory" has been published by Galub Publishing Co., 516 Fifth Ave., New York. The book aims to give advertisers and publicity people facts to help them plan and distribute matter better.

Features of the directory are: editorial analyses of 1,200 business, industrial and professional publications; a list of more than 5,000 editors, department heads and publishers; editorial deadlines and publication dates; circulation figures, and photo, mat and cut policies and needs.

WLOL Signs League Games

WLOL, Minneapolis-St. Paul affiliate of Mutual Broadcasting System, will carry all broadcasts of Minneapolis Millers baseball games. So far, Minneapolis Brewing Co. for Grain Belt beer, and B. F. Goodrich Co. have picked up the tab for the games. The station also will carry Mutual's "Game of the Day" when it doesn't conflict with the Millers' schedule. Local time for these broadcasts has been sold to Gluek Brewing Co. and Twin City Federal Savings & Loan.

KHJ-TV Combines Offices

KHJ-TV, Hollywood, has moved all its offices and operations to one address, 1313 N. Vine St.

HAVERHILL

MASSACHUSETTS

A Trading Zone Population Of 104,479 Reached Thru The

HAVERHILL GAZETTE

Get your share of Haverhill's \$59,000,000 effective buying income. Retail sales are over \$51,000,000 and food sales top \$16,000,000.

REQUEST MORE FACTS—ADVERTISE IN HAVERHILL

Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices

in all principal advertising centers

— GET OUR CITY ZONE FOLDER —

Heald Promotes Two

Frederick J. Underwood and Philip H. Warren Jr. have been promoted to publicity manager and assistant publicity manager, respectively, of Heald Machine Co., Worcester, Mass. They will both handle the advertising and public relations programs of the company. Each has been with Heald for the past 12 years.

KTHS Increases Power

The Federal Communications Commission has authorized KTHS, Hot Springs, Ark., to increase its power to 50kw. The commission also granted the station permission to move to Little Rock. The station will remain in Hot Springs until new facilities are completed in Little Rock.

Hartman Leaves Belmont

G. L. Hartman has resigned as general sales manager of Belmont Radio Corp., Chicago manufacturer of Raytheon television and radio receivers. No reason for the resignation has been given. A successor to Mr. Hartman has not been named as yet.

Handles Special TV Campaign

William H. Weintraub & Co., New York, has been named to handle a special television campaign for Knox Gelatine Co., Johnstown, N. Y. The present agency, Charles W. Hoyt Co., New York, will continue to service the rest of the consumer advertising for the company. Effective March 24, Knox Gelatine will sponsor 10 minutes weekly of Dave Garroway's "Today" over NBC-TV.

FC&B Makes Film on Chicago

As a "public gesture," Foote, Cone & Belding, Chicago, has made, without charge, a film based on the Chicago Plan Commission's blueprints for the future, "The Chicago of Tomorrow." The film cost the agency \$75,000.

Appointed U. S. Distributor

Le Trappeur Inc., Boston, has been appointed exclusive importer-distributor in the U. S. for Luxor spinning reels and monofilament lines for both salt water and fresh water casting. Chambers & Wiswell, Boston, is the Le Trappeur agency.

Ronson Promotes Stein

Herbert M. Stein, assistant advertising director of Ronson Art Metal Works Inc., Newark, has been promoted to assistant general sales manager. He has been with Ronson since 1949.

Steffen Co. Gets Account

Paul J. Steffen Co., Chicago, has been appointed to handle advertising for Safety Socket Screw Co., Chicago, maker of socket screw and bolt products.

In CANADA

THE STAR WEEKLY

reaches more Canadians than any other publication

It Can Help Your Company

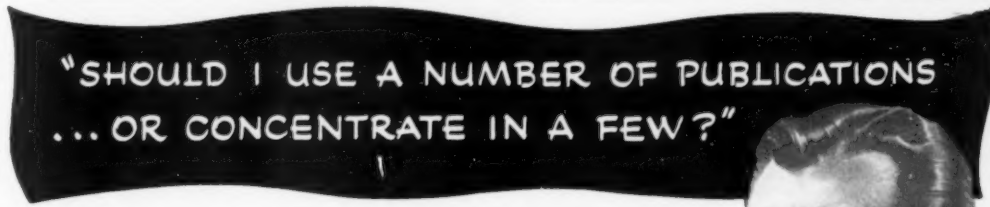
Increase Sales in Canada

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices

in all principal advertising centers

— GET OUR CITY ZONE FOLDER —



Case Study Shows: MORE SPACE IN FEWER, MORE CAREFULLY SELECTED, BUSINESS PUBLICATIONS PROVIDES MAXIMUM EFFECTIVENESS.

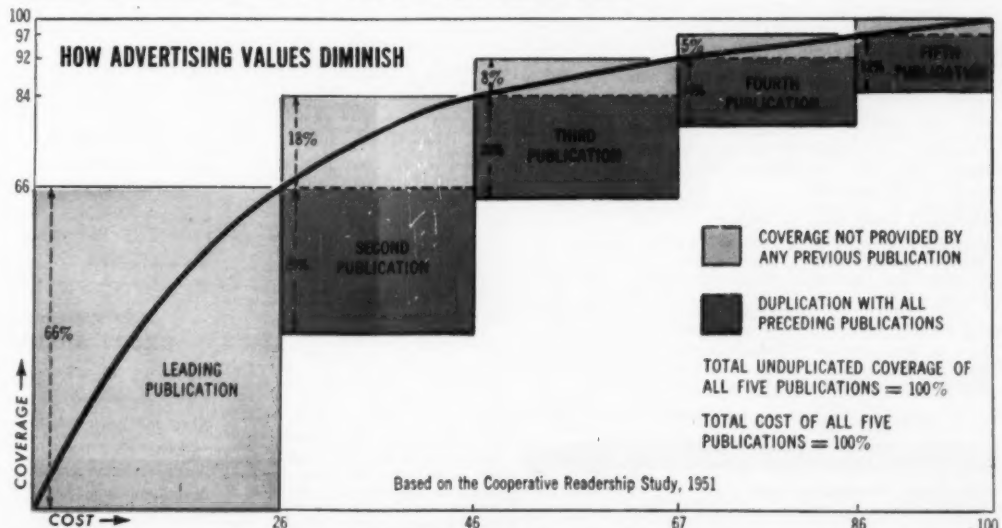
PROCEDURE: 18 leading industrial advertisers conducted a cooperative readership study to determine how to reach their markets, and the buying influence within those markets, most effectively . . . and at the least cost.

Each advertiser mailed a jointly approved, uniform questionnaire to a cross section of his customers and prospects. Each made control checks on his own returns. The consolidated returns were tabulated by the McGraw-Hill Research Department. Total mailings—198,837; Response—42,878 (a return of 21.6%).

RESULTS: The figures in this composite chart are based on averages of publications serving nine fields developed from the survey findings. They do not provide a rule as to whether one, two or three publications should be used to cover a specific field. As a matter of fact, duplication or overlapping coverage may be desirable under certain conditions, particularly if it can be purchased at the right cost. However, the average 3rd, 4th and 5th publications shown here provide relatively few total contacts at a high cost per contact and add com-

paratively few new contacts to those provided by the 1st and 2nd publications.

These results do point up and establish this general principle: On the average, the 1st and 2nd publications provide 84% coverage of the individuals reached by all five publications—at 46% of the total cost of the five publications. Beyond this point, the law of diminishing returns—i.e.: the high cost of buying relatively little additional coverage—takes over.



CONCLUSION: High coverage—and maximum impact—can be obtained most economically by concentration, rather than scattering, of advertising dollars.

The material for this advertisement was secured from our Research Department's Laboratory of Advertising Performance, LAP #1121. A complete report of the study is in our booklet, "New Yardsticks of Media Value." If you would like a copy of the booklet, or need other facts on subjects related to business paper advertising, ask your McGraw-Hill man.

McGraw-Hill Publishing Company, Inc.

330 WEST 42nd STREET, NEW YORK 36, N. Y.



"RESPONSE WAS Positively THE BEST"

This publisher wanted a rep, so he ran classified ads in various publications. In commenting on the results, he said, "The response from ADVERTISING AGE was positively the best." That's all. And it's natural:

With the fastest printing schedule in the field, ADVERTISING AGE's news content commands immediate, intensive readership. . . . ADVERTISING AGE's classified columns—"The Advertising Market Place"—are read first. Result—your ad gets results! Try it and see, whether you want a job, want a man, or want to sell either equipment or services. The low rate for the big circulation where it counts, makes it your best buy!

Information for Advertisers

No. 4277. *Effect of TV on School Kids.*

"Of Children and Television" is a new booklet offered by Xavier University, Cincinnati, reporting results of a study made in cooperation with the Crosley Broadcasting Corp. on the effect of TV on youngsters. Highlights: Kids spend more time watching TV than they spend in school; TV has no appreciable effect on school work; and neither has parental supervision. Program preferences and other details are given.

No. 4281. *Schedule of New Postal Rates.*

The Davis Press Inc., Worcester, Mass., offers a wall chart detailing the new postal rates that went into effect Jan. 1, 1952. It covers more than 20 different types of mailings affected by the new rates.

No. 4283. *The Pulsebeat of Industry.*

In this digest report for executives, McGraw-Hill editors draw upon their knowledge of specific industries to discuss current trends, and project the outlook for industrial markets, products and services. Concise reports cover 29 different industries and fields. . . . for example, coal mining, aircraft manufacturing, electronics, metalworking, textiles, etc.; 92 pages.

No. 4285. *Spokane in Review.*

Pointing to vastly accelerating marketing opportunities in the territory served, the *Spokesman-Review* and *Spokane Daily Chronicle* offer a new folder, "51 Is Now History," giving quick facts about retail and wholesale volume, industrial growth, population growth, and a forecast for 1952.

No. 4284. *Handbook for Space Buyers.*

"How to Buy Better Circulation Values" is a new booklet offered

by Putman Publishing Co., covering 23 basic questions-and-answers, such as: How can you tell if circulation is going into "worth while" plants? . . . Are "20-men-or-more" plants really worth while plants? . . . Does high (or low) renewal percentage mean high (or low) readership? Do company subs mean readership, etc?

No. 4291. *The Outlook in South Dakota.*

"Business Survey and Market Guide" is a new book offered by the *Rapid City Daily Journal*, covering population, retail business, transportation, banking, industry, building, etc., for the territory served by the paper. Lists of wholesalers and retailers add to the utility of the book.

No. 4292. *New Analysis and Forecast for Metalworking Field.*

"Erie's Metalworking Growth" is a new study made for *Steel* by Dun & Bradstreet, bringing the original Erie Report of 1948 up to date. Taking Erie as a typical metalworking community, the study goes into exhaustive detail on changes occurring in metalworking since 1948, effects of the defense program on metalworking plants, and what changes are expected by these plants in the future. Statistical tables and diagrams cover the subject from changes in management personnel to anticipated plant capacity and sales for 1960.

No. 4293. *Radio Data in Northern Ohio.*

Station WGAR, Cleveland, offers a new file folder containing "Current Data on WGAR." Data sheets cover Pulse and Hooper ratings, products advertised, population and radio-home growth 1940-1950, county breakdowns, rural data, auto radio listenership, result stories, and much more.

Note: Inquiries for the items listed above will not be serviced beyond April 31.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY & ZONE _____ STATE _____

THE ADVERTISING MARKET PLACE

Rates: 90¢ per line, minimum charge \$3.60. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.00 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

THIS COULD BE IT
Top National magazine seeks dynamic young advertising or publicity man with general experience in related fields for key editorial position. His creative value would depend upon quality and volume of fresh and interesting editorial ideas with practically no topics barred. We actually created this bridge to editorial career which so many admit dream about. Application should include all personal details, must communicate creative spark required. Answers confidential. Write Box 4328, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS—PLACEMENTS
209 S. State St. Ha 7-2963 Chicago

AGENCY PRODUCTION MAN
This man is agency engineer—perhaps as an assistant. Should be experienced enough in mechanical production and costs—art, engraving, typesetting, printing—to head department in medium sized agency in Chicago area. Should know traffic direction and expediting. Age under 35. Salary open. Write details with photo if possible.
Box 4326, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

WE'RE OPENING A NEW YORK OFFICE
...and are looking for an experienced advertising man to take charge. Work will be interesting and varied, including supervision of radio and TV efforts in and around New York; travels through New York State and New England; merchandising work in behalf of one of our key accounts. Applicant should reside in New York, have a thorough all-around background along with personal attributes essential to being a responsible employee. If possible, include photo when writing in detail.
Box 4328, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON
ADVERTISING—PUBLISHING PERSONNEL
All types of positions for men and women.
185 N. Wabash FR 2-0115 Chicago

Wanted Sales Manager and Advertising Manager for well established West Coast firm. Prefer men with beer, food or beverage background. Please send complete resume plus pictures of experience.
Box 4347, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

TELEVISION COPYWRITER
Top television writer, CBS, NY, credits on high rated network productions for varied group of national advertisers seeks tv copy assignment with agency. Four years agency copy experience.
Box 4340, ADVERTISING AGE,
801 Second Ave., New York 17, N. Y.

We have attractive positions for men and women in Advertising and Publishing.
MYRTLE B. ARNDT—CAREER AGENT
116 West Adams Ce 6-3178 - Chicago

REPRESENTATIVES WANTED
ADVERTISING REPRESENTATIVE
For Chicago and Middle Western territory of national A.E.C. industrial magazine. Successful record in selling space in industry publications essential. Salary and expense allowance. For early interview please give full information in confidence. Address:
Box 4343, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVE WANTED
Long established manufacturer of Mechanical Window Displays and Sales Demonstrators in quantities selling to National Advertisers wants a capable sales representative calling on similar large accounts in principal cities. Exclusive territory, commission basis. Send full details.
Box 4344, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

PUBLISHER'S REPRESENTATIVE for New York and vicinity wanted by number and building material dealer magazine. Established for 38 years. Good promotion support. Write
Box 4345, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE
Young, but experienced publishers represent to devote to a good book that needs representation in the Midwest area.
Box 4341, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

Representative now with one major interest eastern territory can produce for one other top reputation journal. Successful experience all classifications. Age 37.
Box 4345, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS
FINEST CANADIAN MAILING LIST
175,000 Mail Buyers on Elliott Stencils 'rent to reliable house.
TOBE'S Niagara-on-the-Lake Ont.

Account Executive and New Business Man or Advertising Manager wants connection in deep south. 20 years N. Y. Agency know-how with southern manners. Average earnings \$20,000. Mary Campbell Agency, 165 W. 48 St. New York City.

PROPER REPRESENTATION CAN MAKE THE DIFFERENCE

LARRY LYONS

REPRESENTATIVE

549 W. Washington St.
CHICAGO 4, ILL.

Phone Central 6-0545

PUBLISHER'S RIGHT-HAND MAN

Changes in long-range plans of present employer make this top executive staff member available April 1 for new opportunity in keeping with unusual background, experience and abilities. Former editor, agency account executive, advertising and sales promotion manager. Currently heading up biggest sales operation of top publisher in field. Fine executive and creative record. Strong on ideas, planning, research, follow-through. If your organization would be strengthened by this high-caliber man, write for details. Box 78, 200 E. Illinois St., Chicago 11, Ill.

WANTED!

Public Relations Director for Florida Bank.
Requirements: Personal—Between 30 and 45, good personality, preferably married.
Ability—Very presentable, good speaker, trained in advertising and public relations. Good at detail. Position—Will require calling on present and prospective customers of bank.
Salary—Between four and five thousand.
Address Inquiries with photograph to: Jack Lacy Advertising Agency 308 Tampa—Suite 312 Tampa, Florida

Need an Extra Good Man In Mexico City?

Advertising and/or public relations creative contact man can fill special talent slot in your Mexico City operation. U. S. citizen, trained in management, age 35, seriously seeks foreign trade career in Mexico City. Present earnings from public relations, \$14M. Box 77, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

OPPORTUNITY FOR AGRICULTURAL ADVERTISING WRITER

We are looking for an advertising writer, account executive status, with an agricultural background (technical or practical). Farm machinery experience desirable, but not essential. Must have proven ability and experience to plan and create advertisements, broadsides, booklets, sales portfolios and other merchandising materials directed to farm selling and buying fields. This opening is in our Cleveland Office. Please write, giving complete personal data, qualifications and salary requirements. Confidences will be respected. Address, W. A. Wright, Vice President, Fuller & Smith & Ross Inc., 1501 Euclid Avenue, Cleveland 15, Ohio.

EXPERIENCED DECAL SALESMAN

Nationally known decal manufacturer has several openings in New York and other territories for sales representatives with billings. Excellent position available for steady, conscientious go-getter. Please write freely, on a confidential basis. Our staff knows of this advertisement.

Box 75, Advertising Age,
200 E. Illinois St., Chicago 11, Ill.

YOUR CLASSIFIED ADVERTISEMENT HERE WILL GET RESULTS

To an Agency or Advertiser With a Stake in the BUILDING INDUSTRY

Here's your chance to cash in on experience and know-how of one of this industry's best informed men. Top advertising, sales and promotion executive with agency, advertiser and publishing background covering builders, dealers, distributors. Strong on merchandising ideas, planning, research, follow-through. Available April 1, result of changes in long-range plans of present firm. If your organization would be strengthened by this high-caliber man, write for details. Box 80, 200 E. Illinois St., Chicago 11, Ill.

HOUSE ORGAN EDITOR

Communication in convincing, easy to understand language for sales organization and others, and to promote good will in your field. Can handle layout and complete production. Free lance.
Box No. 79, 200 E. Illinois St., Chicago 11, Ill.

27 Clevelanders Added to 'Jury' on Advertising

CLEVELAND, March 5—The Cleveland Advertising Panel, the city's "court of appeals" on advertising policies and ethics, has been increased to 50 members.

Twenty-three new members join with 27 other Cleveland business, media and educational representatives who have served since the panel was established by the Cleveland Advertising Club and Better Business Bureau in July, 1950 (AA, May 21, '51).

In operation, the panel provides a pool from which 10 names are drawn for each hearing on alleged false or unethical advertising. Lee R. Kolb, president, B. R. Baker Co., retail clothing firm, is panel chairman.

New "advertising jurists" named by Mr. Kolb are:

Joseph Guillozet, Halle Brothers Co.; Marc Jones, Sterling-Lindner-Davis Co.; Paul F. Gensler, Engel & Fetzler Co.; Kenneth Lawver, Cleveland College; Darius Wilford, Marford Direct Mail Co.; Frederick C. Wolf, Cleveland Recording Co.; David M. Baylor, WJMO; Russell R. Brewer, Brewer-Chilcote Paper Co.; George F. Buehler, Buehler Printer Co.; Walter Butcher, Bayless-Kerr Co.; Vance Chamberlin, Fenn College; A. F. Ford, Metal Progress; Herbert J. Willis, Central National Bank; Emler J. Knopp, Patterson-Sargent Co.; Harm White, White Advertising Co.; Frank Struchen, Strauss Co.; Irving Rubin, Cleveland Universal Motors; Keith Baldwin, WERE; James C. Hanrahan, WEWS-TV; Girard Bond, Higbee Brothers Co.; Wilbert J. Montie, Halle Brothers Co.; Samuel Sague, WSRB, and C. H. Conner, Stone Shoe Co.

In a year's time, members of the panel ruled on 17 cases, 15 of which were initiated by the BBB and two by advertisers.

Druggist Book Carries Fair Trade Prices, Selling Hints

The 1952 edition of "American Druggist Blue Book" lists the latest fair trade prices on drug items as well as 83,462 new products. In addition, the 704-page book gives 10 ways to beat non-drug competition and presents 25 ways to improve fountain service.

Other features of the book: A store equipment section featuring ideas on store modernization; a prescription section with a pharmaceutical refresher course, and a directory of 7,000 manufacturers. The book is being mailed to every drug store in the U. S.

'Spectator' Appoints Two

The Spectator, insurance magazine published by Chilton Co., Philadelphia, has added two regional managers to its staff. A. Wilbur Nelson, formerly insurance account executive for William Von Zehle & Co., New York agency, has been appointed business and editorial manager in the southeastern territory. William J. Smyth, formerly sales manager of a Lincoln-Mercury agency in Newburgh, N. Y., will cover the six New England states.

Parsch Joins Bingham

Carl J. Parsch, formerly advertising manager of Acheson Colloids Corp., Port Huron, Mich., has been appointed director of marketing of Fred P. Bingham Technical Advertising, Detroit. He will direct market research and public relations for clients in the industrial and automotive fields.

Agency Names New Officers

John J. Lawler has resumed the presidency of Hamilton Advertising, Chicago. The office of chairman of the board, formerly held by him, has been vacated. Claire C. Loveless, copy chief, has been elected executive v.p., and Willard A. Banks, secretary-treasurer.

Buchanan Adds Pioneer Mfg.

Buchanan & Co., Chicago, has been appointed to handle advertising and public relations for Pioneer Mfg. Co., Huntley, Ill., maker of Pioneer television towers for fringe-area TV reception.



SWITCH BACK—Walter Houghton (left), ad manager of Calvert Distillers, and Ed Guttenberg, ad director, check blowups of new ads, switching Calvert once again to its "switch" campaign. The drive will run concurrently with the "Calvert Challenges Comparison" theme. The new "Switch" program calls for a combination of large size "Challenge" ads and 60-line "Switch" ads. Magazines, car cards and 24-sheet posters are also involved. Lennen & Mitchell is the agency.

'Dave De Penter's Dialings,' Ad Column for Sponsors, to Start in 33 Newspapers

PORTLAND, ORE., March 4—"Dave De Penter's Dialings," a program promotion column, will soon be available to radio and TV sponsors.

The column has an editorial format and will be placed on radio-TV pages of 33 newspapers in 26 major markets.

"Dialings" is designed to build a greater program audience by providing readers with information on the day's radio and TV shows. Launched in Oregon last August, the column presents a paragraph on each program with sponsor credit. Bold face headlines give the time and station for each program.

At first "Dialings" will be a Sunday only column. Expansion to daily insertions is planned. Rates will vary with "A" and "B" listings and space will be sold on an area basis.

Head of the new enterprise is J. R. DeGraw, former Los Angeles adman who sees a great opportunity in program promotion. "So little has been done in this field," he says, "that Media Records does not even give it a separate classification when reporting newspaper advertising lineage."

Pacific National Advertising, Portland, is handling "Dialings." Sales representatives are Howland & Howland Inc., New York and Chicago, and Keenan, Hunter & Dietrich, San Francisco and Los Angeles.

"Dialings" has its own office at 520 Cascade Bldg., Portland.

Monumental Names Perry

George E. Perry has been appointed v.p. in charge of sales of Monumental Press, Baltimore, publisher of National Garden Supply Merchandiser. In addition, he will continue to manage the trade shows in New York, Chicago and California sponsored by the publishing company. He will also retain supervision over the field research work of the company's marketing bureau.

Greenthal Adds Dember

David Dember, formerly with Warner Bros. Pictures Inc., New York, and Buchanan & Co., New York, has joined the copy department of Monroe Greenthal Co., New York. He will work on motion picture and commercial accounts.

Earnings of Advertisers

Company	Sales		Earnings		Share Earnings	
	1951	1950	1951	1950	1951	1950
American Woolen Co.	253,333,650	150,124,090	10,057,412	5,309,630	9.29	4.39
Bell Telephone Co. of Canada	159,070,522	128,308,201	16,203,208	10,323,544	2.06	1.53
Bigelow-Sanford Carpet Co.	77,503,171	97,672,074	2,303,014	5,854,277	—	—
Buffalo	32,727,031	32,559,159	1,532,103	875,566	5.55	3.17
Chrysler Corp.	2,546,678,799	2,190,693,425	71,973,469	127,876,791	—	—
Clopay Corp.	12,009,339	11,995,533	286,902	275,717	0.36	0.39
Commercial Solvents Corp.	61,172,149	44,991,376	5,842,444	5,177,603	2.22	1.96
Commonwealth Edison Co.	281,240,868	271,423,945	26,754,689	29,129,284	1.93	2.12
Consolidated Chemical Industries	26,178,979	23,632,468	2,648,444	3,311,588	7.54	9.46
Copperweld Steel Co.	114,205,159	106,775,985	2,703,165	2,572,539	5.14	4.88
Cumco Press	42,000,000	37,381,550	1,300,000	1,002,896	—	—
Dr. Pepper Co.	—	—	644,000	604,810	0.92	0.86
Flintkote Co.	84,265,587	83,879,811	5,516,371	7,703,255	4.11	5.83
General Baking Co.	114,205,159	106,775,985	2,620,179	3,172,514	1.24	1.59
General Paint Corp.	13,866,922	12,214,594	713,622	728,558	2.80	2.87
Gillette Safety Razor Co.	104,610,000	100,348,112	15,738,656	16,629,615	3.58	3.81
B. F. Goodrich Co.	637,722,241	543,312,294	34,742,881	34,708,355	8.15	898.06
Goodyear Tire & Rubber Co.	1,101,141,392	845,138,051	36,628,296	35,109,355	11.8	87.81
Hummel Refrigerator Co.	19,606,799	19,206,596	1,420,714	1,978,552	3.36	4.85
Imperial Tobacco Co. of Canada	—	—	5,413,642	6,954,243	0.47	0.63
Interstate Bakeries Corp.	70,005,338	56,685,615	1,920,678	2,533,450	2.35	3.56
Iron Fireman Mfg. Co.	17,456,366	16,850,102	574,648	965,809	1.60	2.74
Jewel Tea Co.	209,918,117	189,173,022	3,584,299	4,313,089	5.87	7.16
Libbey-Owens Glass Co.	176,164,620	170,056,311	15,476,754	24,752,425	3.01	4.82
Magnac. Co.	10,691,880	15,375,083	567,428	1,033,878	0.77	1.45
McCrorry Stores Corp.	104,222,322	98,665,602	4,089,481	5,265,180	1.70	22.21
Meat Corp.	112,031,000	93,452,506	6,109,000	6,377,397	1.56	5.71
Merkel & Co.	120,265,432	54,093,395	12,508,774	11,276,604	6.12	11.49
Mohawk Carpet Mills Inc.	69,593,945	69,103,464	1,349,596	4,455,160	2.54	8.39
Niagara Mohawk Power Corp.	176,302,042	152,107,126	20,721,186	19,857,883	2.05	1.96
Owens-Illinois Glass Co.	309,774,611	282,942,898	17,022,615	24,319,000	5.57	7.96
Pacific Mills	121,978,705	128,597,002	995,868	6,127,035	0.54	6.39
Purely Tea Co.	81,939,718	75,313,022	2,683,980	2,935,668	3.27	3.58
Richman Mfg. Co.	94,107,000	74,465,868	4,250,000	4,862,593	4.75	2.51
Riverside Bros.	—	—	1,777,933	2,234,037	2.04	3.56
R. D. Sears & Co.	22,366,093	16,333,025	3,934,301	4,177,782	2.72	2.89
R. B. Semler Inc.	—	—	53,144	75,498	0.13	0.19
U. S. Gypsum Co.	188,125,170	174,779,850	19,820,261	27,258,518	12.05	16.70
U. S. Rubber Co.	837,222,092	695,755,923	30,366,449	24,657,647	14.29	11.04
F. W. Woolworth Co.	684,180,297	632,135,790	31,255,894	37,145,133	3.22	3.83

*Net loss for 1951. This includes a year-end special provision of \$1,592,000 for estimated losses on certain raw materials otherwise carried at values in excess of market.
 †Figures do not include income of Fibre Wire Co., a wholly owned subsidiary acquired Oct. 1, 1951.
 ‡Subject to a special appropriation to be made to former Tomi Co. stockholders in further payment for Tomi stock.
 §Adjusted to reflect 3-for-1 stock split effective Jan. 10, 1951.
 ¶Adjusted for 2-for-1 split on Aug. 15, 1951.
 **Adjusted to give effect to 2-for-1 common stock split in April, 1951.
 ††Adjusted to reflect the 3-for-1 stock split in 1951.

Offers Fluorescent Printing

W. H. Wilton Inc., Chicago printer and lithographer, has developed a process, Wilgo, for printing daylight fluorescent pigments. The company claims material printed by the new process has a useful outdoor life (about 30 days) equal to that done by silk screen process. Advantage of the new process over the old is lower price and more uses. Details may be had from the company at 25 S. Seelye Ave.

Promotes John H. Hultman

John H. Hultman, formerly eastern manager of the trade extension division of The American Weekly and Puck—The Comic Weekly, has been promoted to national manager of the division. He will administer an "expanded merchandising program."

Cooke Joins Ruppert

Cecil (Babe) Cooke, formerly in the automotive and distilling fields, has been appointed assistant to the merchandising manager of Jacob Ruppert Brewery, New York.

WE BROKE ALL RECORDS IN 1951



Year after year, more NATIONAL ADVERTISERS are adding THE BAYONNE TIMES to their Newspaper Schedule . . . word is getting around that —

"BAYONNE CANNOT BE SOLD FROM THE OUTSIDE"
THE BAYONNE TIMES
 BAYONNE, NEW JERSEY
 NATIONALLY REPRESENTED BY
BOGNER & MARTIN

COUPON THE WEST AT LOW COST IN JUNE

Group-couponing scheduled for these areas:

- ✓ Los Angeles Area
- ✓ San Francisco Area
- ✓ San Diego Area
- ✓ California Valley Towns Area
- ✓ Pacific Northwest Area
- ✓ Salt Lake City Area
- ✓ Hawaiian Islands
- ✓ Alaska



"BRANDS YOU KNOW," the largest group-coupon mailing plan in the West, will coupon 3 1/2 million higher-income homes in June. If you plan to coupon the West, this group program will save you money. Areas may be purchased separately or in combination.

LOW RATES—Group-couponing means lower costs to you because costs are shared by several participating manufacturers. Coupon redemptions are higher, too, because several coupons have more cash value to the housewife. Rates are on a sliding scale. \$6 per thousand if maximum of six non-competitive coupons are mailed in an area. Five coupons, \$7-4 coupons, \$8—three or less, \$10. Price includes everything—printing of individual three-color coupons (both sides)—envelopes—promotional mailing to dealers, and all mailing costs. You simply furnish black and white art work and color overlay.

PLAN YOUR PROGRAM NOW! The number of participants is limited, six to an area. May is the deadline. First come, first served. Write, wire or phone for complete details and samples of our successful 1951 group-coupon mailings.

Manufacturers participating in the March "BRANDS YOU KNOW" promotion:

- | | | |
|--------------------|------------------------|------------------------|
| Albers Milling Co. | Colgate-Palmolive-Peet | The Frito Co. |
| Best Foods Co. | Durkee Famous Foods | General Foods Corp. |
| The Borden Co. | Fisher Flouring Mills | Lang & Co. |
| B. T. Babbitt Co. | Folger Coffee Co. | Wesson Oil & Snowdrift |

"BRANDS YOU KNOW"

A Division of
HECHT-ARMS CO.

612 Howard Street, San Francisco 3, California - GARfield 1-8500
 Ben B. Vail, 141 East 44th Street, New York 17, N. Y. - Murray Hill 7-4631
 J. E. Ransburg, 1009 Waimanu Street, Honolulu 14, Hawaii

PHOTOGRAPHIC REVIEW



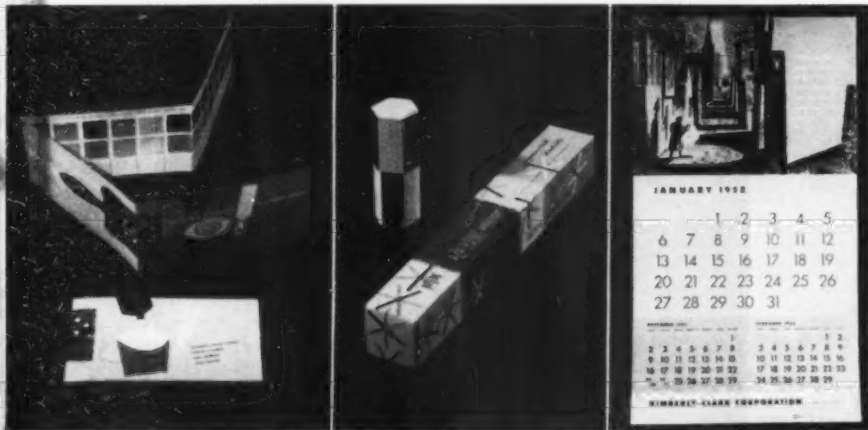
CHEESECAKE ON THE SHELF—Songstress Joan Roberts sits on a shelf wearing a custom-created gown made entirely of Rayledge Paper Shelving. The gown was made for Miss Roberts to wear at Colgate University's winter prom, where she was elected "Gilt of the Year." She is flanked by Samm S. Baker (left), v.p. of Kiesewetter Associates, and Ken Brew of the Royal Lace Paper Works.



INSIDE INFO—At a recent meeting, Radio Executives Club of New England and Boston Advertising Club members learned of the activities of Radio Free Europe from C. D. Jackson, past president of RFE and publisher of Fortune. This after-dinner group includes (left to right) Robert F. Bradford, formerly governor of Massachusetts and a member of the RFE finance committee;

Edmund J. Shea, president of the Radio Executives Club and v.p. of James Thomas Chirurg Co.; Mr. Jackson; Rudolph Bruce, ad manager, New England Coke Co.; Andrew C. Quale, president of the Boston ad club and sales and ad manager of Walter Baker chocolate division of General Foods Corp., and W. C. Swartley, general manager of WBZ.

PREMIERE CELEBRANTS—At a cocktail party following the premiere broadcast on NBC of "Hollywood Star Playhouse," sponsored by the Bakers of America, Screen Star Jane Wyman chats with (from left to right) Tom McCray, NBC director of radio network operations, western division; Ed Cashman, Foote, Cone & Belding, the bakers' agency, and Walter Hopkins, director of the Bakers of America promotion program. Miss Wyman starred on the opening show.



TYPOGRAPHIC ARTS WINNERS—Three of the dozen winning designs in the Society of Typographic Arts' 25th annual competition are shown here. Left, a folder in the Martin-Senour's Nu-Hue colors, designed by Morton Goldshall. Center, package de-

signed by Priscilla Young for Proger Co. Right, a calendar for Kimberly-Clark Corp. designed and illustrated by Everett McNear. Of 750 entries in the contest, 123 will be an exhibit at the Art Institute of Chicago March 15-April 27.



PRE-HOOVERS—These long-since-gone vacuum cleaners were on the market before Hoover Co. came out with its first model in 1908. H. W. Hoover Jr. (right), v.p. and field sales manager, looks over the collection with Roy L. Wearster, the custodian, in Hoover's engineering division in North Canton, O.



PRODUCT PUSHERS—Gals of the Publicity Club of New York wear products which they publicize. From left, Mrs. J. Ettinger, Roberta Vernon and Ruth Lundgren show handbags for the Handbag Ass.; Mildred Plapinger promotes the Windham

Children's Service; June King poses as "Miss Oppie-brand" for Brand & Oppenheimer fabrics; Terry Mayer appears in a David Crystal dress; Jill Eberhardt wears an Ornbach dress; and Loiselle Adams of Fleischer Lovelock models hairpieces.



SPACE UTILIZER—The divider space between the car cards on 400 Memphis buses is now carrying J. Strickland & Co.'s Lan-O-Ice ads. The company has contracted for the space through Tom O'Ryan Advertising Co. and will change the display every three months. "Divider space" ads also will be introduced in Atlanta.

Bob Schaefer says, "Without Farm SalesI Could Not Stay in Business"



Bob Schaefer is a highly successful appliance dealer, operating over a radius of 30 miles surrounding Cullman, Alabama, a town of 7,000 population. In the Cullman trading area there are 27,000

farms of which 23,000 are electrified. Mr. Schaefer was winner of the 1951 Domestic Engineering National Award. He led the state of Alabama for 1951 in Range sales for a major manufacturer.

Mr. Schaefer is the owner of the Home Improvement Company which started in 1940 and now does a major portion of the total appliance business in the Cullman trading area. There are 27 competitive organizations. After examining the list of Farm and Ranch-Southern Agriculturist subscribers in Cullman County, Mr. Schaefer said, . . .

"I've long been aware of the pulling power of Farm and Ranch-Southern Agriculturist, but I was surprised at the actual number of my good customers who are Farm and Ranch subscribers. These are fine people . . . top citizens in this community. I am proud to have them for customers and you should be proud to have them for subscribers."

Mr. Schaefer went on to say, "About 65% of my business is on the farm. This market is brand new. The thousands of newly electrified farms in this area have produced an equal number of new customers and a corresponding volume of virgin sales. No trade-ins . . . and therefore, higher profits."

"To make the most of a market like this takes advertising in magazines that are actually read by farm people. Your circulation list proves that beyond question. Farm and Ranch-Southern Agriculturist has the greatest circulation of any magazine in my trading area and the names I recognized are some of the best of our farm customers."

"Farm and Ranch-Southern Agriculturist is made for farm people. They read it . . . and they like it . . . this much I know. In my opinion Farm and Ranch-Southern Agriculturist is the biggest producer of farm sales. To me, this means *everything* . . . because, without farm sales, I couldn't stay in business."

Special Notice to Advertising Managers and Media Directors.

What Mr. Schaefer has to say about the Southern Farm Market is fully substantiated by the agricultural statistics in the 1950 census. We are preparing a state-by-state digest of these figures as they are released. We will be happy to mail them to you as they come off the press.

FARM AND RANCH SOUTHERN AGRICULTURIST

NASHVILLE, TENNESSEE

More Southern Farm Families read Farm and Ranch-Southern Agriculturist than any other publication . . . circulation guarantee—1,290,000.

Just sign the coupon and mail it to us.

Please put me on your mailing list for state-by-state Digest of 1950 agricultural statistics.

FARM AND RANCH-SOUTHERN AGRICULTURIST, DEPT. AA, NASHVILLE, TENNESSEE

NAME _____ TITLE _____
 FIRM _____ ADDRESS _____
 CITY _____ STATE _____

Art Directors Select 100 Best Outdoor Posters

CHICAGO, March 4—Award winners in the 20th Exhibition of Outdoor Advertising Art were announced last week.

Sponsored by the Art Directors Club of Chicago, the exhibition selects what it considers the "100 Best Posters" used during the previous year. Three grand medal award winners also are selected by a jury composed of advertising and business executives. There were 923 entries in the contest.

This year National Biscuit Co. walked off with the first grand award for its "I always settle for Ritz crackers" poster. The poster was placed through McCann-Erickson, Chicago; artist, Roy Spreter; art directors, Herbert Noxon and Donald Calhoun; lithographer, Continental Litho. Corp.

The second winner was Atlas Supply Co. for its "Rugged Power" poster placed through McCann-Erickson, Chicago. Bob Kuhn was the artist and Herbert Noxon was the art director for the poster printed by Continental Litho. Corp.

The third top award went to Coca-Cola Co., through D'Arcy Advertising Co., for the "Good"

poster. Haddon Sundblom was the artist; Wilbur Smart was the art director, and Forbes Litho. Mfg. Co. handled the printing.

Other awards went to the following winners (for each award the advertiser, agency, artist, art director and lithographer are listed, in that order):

1. MISCELLANEOUS CLASSIFICATION:

First award, Southern California Gas Co. and Southern Counties Gas Co.; McCann-Erickson; Gordon Provansha; Roscoe Carver; Compton & Sons. Second award, Elgin National Watch Co.; Young & Rubicam; Kling Studios; W. W. Johnston; Gugler Litho. Co. Third award, International Cellulose Products Co.; Foote, Cone & Belding; Bill Gregg; David W. Lockwood; Gugler Litho. Co.

2. HOUSEHOLD APPLIANCES CLASSIFICATION:

First award, Motorola Inc.; Gourfain-Cobb Advertising Agency; Bill Ferrini; Kling Studios; Continental Litho. Corp. Second award, Frigidaire division of General Motors Corp.; Foote, Cone & Belding; Edward L. Steadman; Gugler Litho. Co. Third award, Admiral Corp.; Tatham-Laird; Norman Rich Studios; Harold C. Jensen; Gugler Litho. Co.

3. AGRICULTURAL CLASSIFICATION:

First award, Massey-Harris Co.; Klau-Van Pietersom-Dunlap Associates; Dick Thompson; Jack Wood; U. S. Printing & Litho. Co. Second award, Dearborn Motors Corp.; Meldrum & Fewsmitth; La-Driere Studios; Edwin Ward; U. S. Printing & Litho. Co. Third award, Massey-Harris Co.; Klau-Van Pietersom-Dunlap Associates; Dick Thompson; Jack Wood; U. S. Printing & Litho. Co.

4. SOFT DRINKS CLASSIFICATION:

First award, Coca-Cola Co.; D'Arcy Advertising Co.; Haddon Sundblom; Wilbur Smart; McCandlish Litho. Corp. Second award, Pepsi-Cola Co.; Blow Co.; Stan Klimey; Sol Hyman; McCandlish Litho. Corp. Third award, Seven-Up Co.; J. Walter Thompson Co.; Carl Oeser; Charles McCarty; Gugler Litho. Co.

5. CONFECTIONS CLASSIFICATION:

First award, William Wrigley Jr. Co.; Charles W. Wrigley Co.; Otis Shepard; Gugler Litho. Co. Second award, Swift & Co.; Needham, Louis & Brorby; John Howard and Horace Hime; Ernest Allen; Gugler Litho. Co. Third award, William Wrigley Jr. Co.; Charles W. Wrigley Co.; Otis Shepard; Gugler Litho. Co.

6. BEERS, WINES, LIQUORS CLASSIFICATION:

First award, Griesedeck-Western Brewery Co.; Maxon Inc.; Haddon Sundblom; Spencer Franc; Wolff Printing Co. Second award, Petri Wine Co.; Young & Rubicam; Jack Wittrup; Donald F. Sternloff; Gugler Litho. Co. Third award, P. Ballantine & Sons; J. Walter Thompson Co.; J. W. Wilkinson and Carl Paulson; Charles E. Barnes; U. S. Printing & Litho. Co.

7. GASOLINES AND OILS CLASSIFICATION:

First award, Esso Standard Oil Co.; McCann-Erickson; Howard Scott; Herbert Noxon and Donald Calhoun; Continental Litho. Corp. Second award, Esso Standard Oil Co.; McCann-Erickson; Richard Perkins; Herbert Noxon; McCandlish Litho.

8. AUTO ACCESSORIES CLASSIFICATION:

First award, Atlas Supply Co.; McCann-Erickson; Robert Skemp; Herbert Noxon and Donald Calhoun; Continental Litho. Corp. Second award, General Tire & Rubber Co.; D'Arcy Advertising Co.; Sundblom, Johnston & White; Wilbur Smart; Continental Litho. Corp. Third award, Atlas Supply Co.; McCann-Erickson; Fred Stanley; Herbert Noxon; Strobridge Litho.

9. BREAD, FLOUR AND BAKED GOODS CLASSIFICATION:

First and second award, National Biscuit Co.; McCann-Erickson; Roy Spreter; Herbert Noxon; McCandlish Litho. Corp. Third award, National Biscuit Co.; McCann-Erickson; Roy Spreter; Herbert Noxon and Donald Calhoun; Continental Litho. Corp.

10. FOOD PRODUCTS CLASSIFICATION:

First award, Washington State Apple Commission; J. Walter Thompson Co.; Lonie Be; Rene Weaver; U. S. Printing & Litho. Co. Second award, California Fruit Growers Exchange; Foote, Cone & Belding; Morgan Henninger; Lyman Powers; Edwards & Deutsch Litho. Co. Third award, Morton Salt Co.; Needham, Louis & Brorby; Fred Otnes; Carl J. Briese; National Printing & Engraving Co.

11. AUTOMOBILES (CARS) CLASSIFICATION:

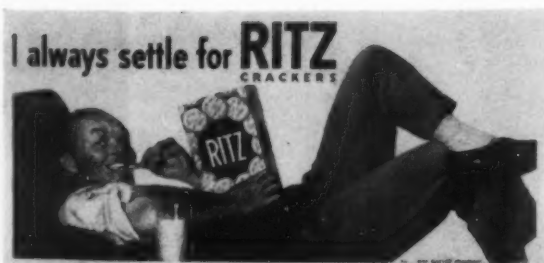
First award, Ford Motor Co.; J. Walter Thompson Co.; Ed Gordon; George Booth; U. S. Printing & Litho. Co. Second award, Dodge division of Chrysler Corp.; Ruthrauff & Ryan; Mike Doyle; Frank Quall; Morgan Litho. Corp. Third award, Ford Motor Co.; J. Walter Thompson Co.; Scott Johnston; George Booth; U. S. Printing & Litho. Co.

12. AUTOMOBILES (TRUCKS) CLASSIFICATION:

First award, International Harvester Co.; Young & Rubicam; Robert Skemp; Luther Johnson; Edwards & Deutsch Litho. Co. Second award, Chevrolet Motor division of General Motors Corp.; Campbell-Ewald Co.; New Center Studios; Halsey Davidson; Gugler Litho. Co. Third award, Ford Motor Co.; J. Walter Thompson Co.; Bill Allured; William Strasser; U. S. Printing & Litho. Co.

13. PAINTED BULLETINS CLASSIFICATION:

First award, Ford Motor Co.; J. Walter Thompson Co.; Scott Johnston;



GRAND AWARD WINNERS—National Biscuit Co. walked off with the first grand award in the 20th Annual Competition and Exhibit of Outdoor Advertising Art sponsored by the Art Directors Club of Chicago. The poster was placed through McCann-Erickson; artist, Roy Spreter; art directors, Herbert Noxon and Donald Calhoun; lithographer, Continental Litho. Corp. The second grand medal award went to Atlas Supply Co., also through McCann-Erickson; artist, Bob Kuhn; art director, Mr. Noxon; lithographer, Continental. The third top award was won by Coca-Cola Co., through D'Arcy Advertising Co.; artist, Haddon Sundblom; art director, Wilbur Smart; lithographer, Forbes Litho. Mfg. Co.

Corp. Third award, Standard Oil Co. of Ohio; McCann-Erickson; Ted Gorka; Clark Maddock; Continental Litho. Corp.

14. LOCAL CLASSIFICATION:

First award, Public Service Co. of Northern Illinois; J. R. Pershall Co.; Phil Kiser; John Forbes; Thomson-Symon Co. Second award, National City Bank of Cleveland; McCann-Erickson; Ted Gorka; Dave Lind; Thomson-Symon Co. Third award, Cleveland Illuminating Co.; D'Arcy Advertising Co.; Robert Cassell; Ray Bauer; Kubin-Nicholson Corp.

15. PAINTED BULLETINS (EMBELISHED) CLASSIFICATION:

First award, Marshall Field & Co.; Foote, Cone & Belding; Chester Bratten; Jack Holmes. Second award, General Petroleum Corp. division of Socony-Vacuum Oil Co.; West-Margate; Bill Tara. Third award, Pubst Sales Co.; Warwick & Legler; Edward Burdick; Arthur Deerson.

16. BLACKLIGHT PAINTED BULLETINS (NATIONAL) CLASSIFICATION:

First award, Acme Breweries; Foote, Cone & Belding; Frederick Cole. Second award, International Cellulose Products Co.; Foote, Cone & Belding; Marge; David W. Lockwood. Third award, International Cellulose Products Co.; Foote, Cone & Belding; Marge; David W. Lockwood.

17. BLACKLIGHT PAINTED BULLETINS (LOCAL) CLASSIFICATION:

First award, Goldenrod Ice Cream Co.; General Outdoor Advertising Co.; Ray Baker; William Miller. Second award, Stockton (Cal.) Chamber of Commerce; Foster & Kleiser Co.; R. L. McKern. Third award, Ingleswood Park Cemetery; Hixon & Jorgensen; Jim Armitage; Karl Sanders.

SPECIAL CLASSIFICATION:

First award, Advertising Council Inc.; Ted Bates & Co.; Vincent Smythe; U. S. Printing & Litho. Co. Second and third award, U. S. Treasury Department; Garry Orr; Mark Seelen; Mid-States Litho. Co.

George Booth. Second award, Bullock's, Downtown; Foote, Cone & Belding; Morgan Henninger; John Gruen. Third award, Lucky Laser; Brewing Co.; McCann-Erickson; Maurice Logan; Al Camille.

18. BLACKLIGHT PAINTED BULLETINS (LOCAL) CLASSIFICATION:

First award, Goldenrod Ice Cream Co.; General Outdoor Advertising Co.; Ray Baker; William Miller. Second award, Stockton (Cal.) Chamber of Commerce; Foster & Kleiser Co.; R. L. McKern. Third award, Ingleswood Park Cemetery; Hixon & Jorgensen; Jim Armitage; Karl Sanders.

SPECIAL CLASSIFICATION:

First award, Advertising Council Inc.; Ted Bates & Co.; Vincent Smythe; U. S. Printing & Litho. Co. Second and third award, U. S. Treasury Department; Garry Orr; Mark Seelen; Mid-States Litho. Co.

Jantzen Wins Annual Mac Wilkins Award

PORTLAND, ORE., March 4—Jantzen Knitting Mills has won the annual Mac Wilkins Memorial Award for the best national advertising campaign prepared in Oregon.

The Jantzen award was one of several made in the Oregon Advertising Club's annual competition. Botsford, Constantine & Gardner here handles the Jantzen account.

Merit certificate winners and agencies, in their respective budget classifications, are: M. & M. Woodworking Co., Portland, Joseph R. Gerber Advertising (\$60,000 and over); Skyway Luggage Co., Seattle, Don Allen & Associates, Portland (\$30,000-\$60,000); Jane Amherst (preserves), Portland, Carvel Nelson & Powell (\$15,000-\$30,000), and Oregon System of Higher Education, Hal Short & Co. (under \$15,000).

Oregon Chain Saw Corp. was awarded the Oregon Industrial Advertisers Assn. sweepstakes award for the best industrial ad campaign produced in Oregon in 1951. The campaign, in the \$20,000-\$50,000 class, was handled by William Winter Advertising, Portland.

Merit certificate winners and agencies in this contest: Hyster Co., Portland, Simon & Smith (\$50,000 and over); Irvington Machine Works, Blits Advertising, Portland (\$5,000-\$20,000); J. Neils Lumber Co., Libby, Mont., Simon & Smith, Portland (under \$5,000). The Portland Oregonian also received a certificate in this category (agency, Mac Wilkins, Cole & Weber).

The Portland Retail Bureau trophy for the best retail campaign was awarded to Finley's Mortuary. The agency is Simon & Smith (\$20,000-\$40,000).

Appointed Overseas Rep

Joshua B. Powers Ltd., London, England, has been appointed exclusive advertising representative in Great Britain and Ireland for the Montreal Star, daily, Family Herald & Weekly Star, both published by Montreal Star Co., and Weekend Picture Magazine, published by Montreal Standard Publishing Co.

ABC Promotes McDaniel

William K. (Bill) McDaniel, assistant to Bob Laws, television sales manager for American Broadcasting Co.'s western division, has been promoted to ABC radio network sales manager for the division.

AMERICAN SKY ADVERTISING CO.
533 N. MICHIGAN AVE. NEW YORK OFFICE
CHICAGO 1, ILLINOIS 324 EAST 38TH ST.
PHONE 512-7427 MU 7-8477

"One job enough to make WARWICK our exclusive type source"

You fellows really deserve some resounding pats on the back, because we never knew the full meaning of typographic service until our orders went to Warwick. Because Chicago was much handier than St. Louis, and because there were some typographers in the surrounding central Illinois area, several years passed before we even gave you a trial. But one job was enough to change our opinions . . . and Warwick has been our exclusive source ever since.

Mail us a trial order today—it will be back overnight! See for yourself how Warwick's Air Mail service gives Advertising Agencies, Printers, Artists and Manufacturers in 27 states and Mexico the fast service they require. New type specimen book available.

LEON L. PETERSEN
Grubb & Petersen
Champaign, Illinois



WARWICK
TYPOGRAPHERS

920 WASHINGTON AVENUE • ST. LOUIS, MO.

... overnight by rail and air
from nearly all U. S.

"COMPLETE LOCAL COVERAGE SELLS FOOD PRODUCTS," SAYS PRESIDENT OF LARGE GROCERY CHAIN

Sioux City, Iowa: "In the grocery business, complete local coverage is what we must get when we buy advertising," says Mr. T. C. Grindberg, president of Tolerton & Warfield Company, wholesale grocer and exclusive supplier of 90 Council Oak Stores in Sioux City and in the Sioux City retail trade area.

"Dollar for dollar and customer for customer we use the Sioux City Journal & Journal-Tribune newspapers, consistently, for high food sales volume!" Mr. Grindberg has again proven the old adage that "all business is local."

Sioux City is located in the heart of the rich midwest, has a metropolitan area population of 102,917, is the third largest stocker feeder market in the world and rates third highest in the nation in total cattle receipts.

*Sioux City, A.B.C. Retail Trade Area (49 counties in Iowa, Nebraska, South Dakota, Minnesota). Population—818,400 "Buy Minded" People.

(Advertisement)

The Public Is the Copywriter's Boss, Fitzmorris Says

CHICAGO, March 4—Good copy is written by the copywriter who knows who his boss is. And his one real boss is the public.

This idea, not new but backed by a fresh viewpoint, was given by Charles Fitzmorris of Fitzmorris & Miller to the Advertising Club of Chicago yesterday.

The public is not a formless mass, the agency head explained. Rather, it's a good executive. It has wisdom, makes a thousand decisions, rewards good work, can understand and handle many problems, and is a good buyer.

On top of all this, the public's human. It makes mistakes now and then—but it's right more often than not, Mr. Fitzmorris asserted. Because it's a busy boss, it must parcel out responsibility. To the copywriter, it gives a special task. It says, "Your job is to examine, appraise and relate to me facts to help me buy. The facts must be important and stated as clearly and briefly as possible."

■ Further, Mr. Fitzmorris said, ad copy must please the public. This means the writer should know the difference between copy which merely shouts and clarity, and between copy which repeats and that which relates the facts.

He concluded with a rap at the notion that the public has a mental age of 12. The public may not be cultured or literate, but it is shrewd, he said. Often, it is smarter than the copywriter.

'Journal' Increases Rate

The *Journal*, Rapid City, S. D., has increased its rate from 11¢ to 12¢ per agate line, effective July 1. The newspaper will offer a combination rate for Saturday afternoon and Sunday morning or Sunday morning and Monday afternoon. A 1¢ per agate line increase for the colored comic supplement and monthly farm section will go into effect also.

Prom Campaigns in Canada

Prom Cosmetics, a division of Gillette Safety Razor Co. of Canada, Montreal, is introducing Prom in Canada. Ads are appearing weekly in English and French newspapers and spot radio announcements are being aired three times daily. The Toni Co. sales force distributes the product. Spitzer & Mills, Toronto, is the agency.

Gets Parfumeries de Paris

Stevenson & Scott, Montreal, has been appointed to direct advertising for Parfumeries de Paris Ltee., Montreal. Copy for Houbigant's Cheramy products, Houbigant's liquid skin sachet and Houbigant's perfumes has been released to daily papers and some magazines. A special test campaign is running in Montreal newspapers.

Malibu Plans 1952 Drive

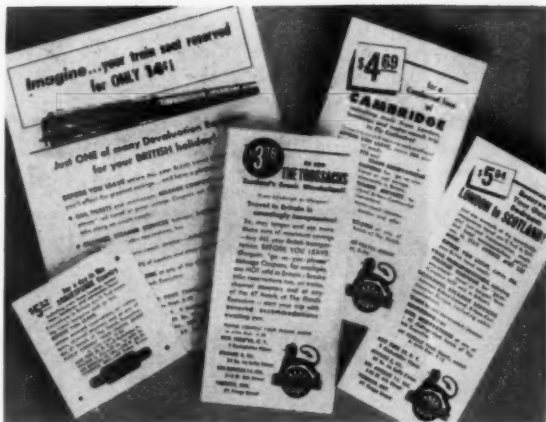
Malibu Mfg. Corp., Los Angeles, has begun an intensive trade campaign aimed at dealers and distributors for its sliding glass doors. Plans are now in process for a national consumer promotion to run from late spring through early fall. Shelter group magazines will be used. Abbott Kimball Co., Los Angeles, is the agency.

Street Named Ad Manager

Robert A. Street, formerly an account executive of American Broadcasting Co.'s Hollywood network sales, has been appointed advertising manager of Budde Publications, publisher of the weekly, *San Francisco Progress*.

Promotes J. M. Johnson

Automatic Transportation Co., Chicago, maker of electric industrial trucks, has promoted J. M. Johnson, in charge of sales for the truck department, to sales manager for its Automatic Transporter line of battery-powered units.



PRICE COPY OVERSEAS—British Railways elected to use price copy last year to sell travel in Britain to Americans. In the process, sales of transportation, reservations for rail trips, channel steamer crossings and reservations at the hotels operated by British Transport were at an alltime high. Caples Co. is the advertising agency in the U. S.

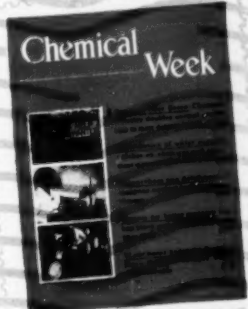
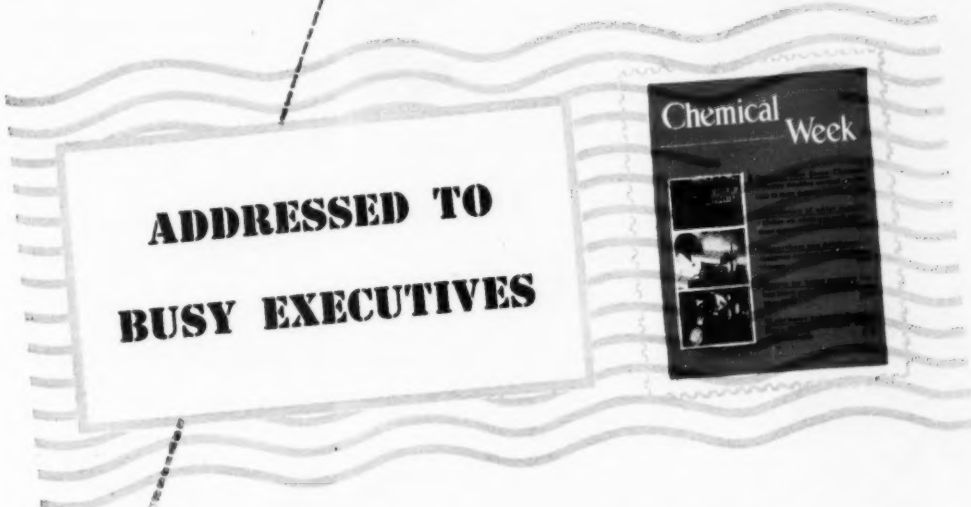
MacLadden Names Waggaman Ryan, New York, has been appointed promotion director of MacLadden Publications, New York. Gene Waggaman, formerly an account executive for Pedlar &

SOMEBODY'S SECRETARY... by POST-HALL SYNDICATE



For full information about services, samples, prices, call Ken Hall at the Post-Hall Syndicate, 295 Madison, New York 17. MU 6-4650

FREE SAMPLE BOOKLETS AVAILABLE FROM THE ABOVE ADDRESS



in the chemical process industries

There's a constant demand in the Chemical Process Industries... for equipment, materials and services... for more capacity to convert today's research discoveries into tomorrow's new products. It's a booming market, with growth trends shooting upward... predicted to outstrip all manufacturing from now to 1960. And in this keenly competitive field businessmen rely on CHEMICAL WEEK for the news that influences profits. In the process industries... it's management's own magazine.

With editorial stress on business problems, CHEMICAL WEEK integrates the overlapping interests of all levels of management. Succinct, timely and with dollar sign italicized... it's written in language businessmen understand. That's how CHEMICAL WEEK provides a fast-acting sales tool for process advertisers. It's addressed exclusively to men who control the industry's purse strings... read by the hard-to-sell executive groups in America's richest industrial market.

MANAGEMENT MEN ARE TALKING ABOUT...

ABC • ARP



A McGRAW-HILL PUBLICATION, McGRAW-HILL BUILDING, NEW YORK 36, NEW YORK

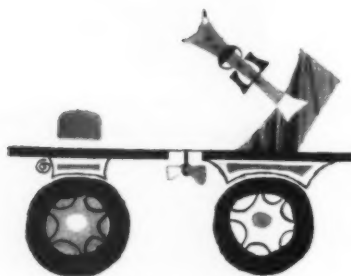


KID STUFF?

*Howdy Doody does man-size job of selling to kids—
and their parents... and right now a Monday segment is open*

for sponsorship. Here's why the program represents

one of the best buys on television...



22.2 rating*—highest of *all* multi-weekly and Saturday children's shows—at low (B) rates.

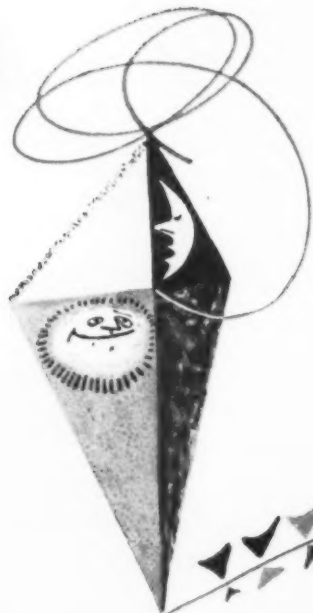
Largest children audience on TV—over 5½ million, *plus* over a million adults daily.

Howdy drew three million premium requests to *store counters* in one year for one sponsor.

Sponsors of Howdy get 3 times as many "extra customers" per dollar as the average TV-advertised brand.**

Only \$1.68 per thousand viewers—half the average cost of half-hour evening programs.

If you want to sell bakery products, children's clothing, books or toys, soup, dog food—or anything else children ask their parents to buy—we suggest you contact NBC-TV Sales immediately.



NBC television

Where success is a habit

A SERVICE OF RADIO CORPORATION OF AMERICA

*ARB National, January '52
**NBC "Television Today"

Advertising Age

Woolf Offers Advice to Beginners

C. O. D.s Needn't Be Headaches

Welcoming the New Employee

Creative Man Prefers the Positive

THE NATIONAL NEWSPAPER OF MARKETING

Any Marketing or Advertising Problem Can Be Solved with Mathematical Formulas, Say U. of C. Experts

Although it took hundreds of scientists four years to create the atomic bomb, two mathematicians working three to five years could derive mathematical formulas which would enable admen to solve almost any marketing or advertising problem. At least that's the opinion of the University of Chicago's Prof. Nicolas Rashevsky, one of the nation's foremost mathematicians, whose stimulating ideas on the application of mathematics to marketing are presented here.

By BRUCE M. BRADWAY

"Advertising and the marketing of consumer products could be a mathematically precise science," in the opinion of Nicolas Rashevsky, professor and chairman of the committee on mathematical biology at the University of Chicago.

Prof. Rashevsky, who came to the university after ten years as a consultant to Westinghouse Electric Co., is convinced that only time, money and a lack of trained manpower stand in the way of making advertising a precise operation.

For 15 years, he and his group have worked to lay the foundations of a new science, mathematical biology. They approach biological and sociological problems in much the same way as the mathematical physicists approach physics.

None of their theories has had the impact of Einstein's work as yet, but Prof. Rashevsky feels the groundwork has been laid. The method has been proved sound. And the course for future work has been charted, he says.

To date, the mathematical biologists have concerned themselves with such things as working out equations governing the reproduction of living cells, the excitation of nerve fibers, the rates at which rats learn to run mazes and at which human beings learn to memorize syllables.

They also have derived equations governing the quickness of response to sensual stimuli, the depth of penetration of particles inhaled in the lungs and the rates at which rumors spread through a population.

On the basis of the work already done in these fields, Prof. Rashevsky feels it would be possible to solve such marketing problems as the following with a negligible margin of error:

1. Perfume marketers could calculate the percentage of persons who would like a given type of perfume before the perfume was marketed. They could tell not only how many people would like the product, but also whether they would like it better than other perfumes then available. This, according to Prof. Rashevsky, is one of the simplest "preference" problems which could be solved through applied mathematical biology.

2. It would be possible to design packages and calculate the percentage of persons who would like the design. Given

a homogeneous population, it would be possible to design special packages which would appeal to minority groups and to calculate the impact which such packages would have on prospective purchasers. And it would be possible to compare this impact with that of other packages.

3. Consumer marketers—auto manufacturers, for example—could design their products for maximum consumer appeal. A marketer of a product designed for a selected market (e.g., Cadillac) could design a product that would appeal to the minority group rather than to the average person.

4. The basic theories could be applied to all of the elements of a printed ad. The layout, shape, color and form could be evaluated with precision in terms of appeal to readers. Theoretically, they could be mathematically tailored for maximum impact.

5. Marketers could calculate exactly how much advertising pressure—and of what type—to exert in a given market in order to switch a predetermined percent-

age of consumers away from other brands.

6. It would be possible to determine whether or not a new product could be introduced successfully on a given budget. If there is a "threshold point"—a point at which the product "takes hold"—it would be possible to calculate it. Further, it would be possible to determine the amount of money needed to bring consumer demand up to the "threshold point." Theoretically, the product could "coast," aided by reduced advertising expenditures, after that point is reached.

Prof. Rashevsky is prepared for the scorn these predictions can be expected to arouse in practical marketing men. He contents himself with reminding his critics that "practical" men once laughed at Einstein.

"Remember," he says, leaning across the table, his magnificent red beard pushing a pencil ahead of it, "the mathematical basis for the release of atomic energy was worked out in 1906. But even as late as 1944 the average American scoffed at the mention of atomic bombs."

How did he arrive at these seemingly fantastic predictions? "We started," he will tell you, "with some apparently unrelated problems, dealing mostly with the propagation of impulses from one nerve cell to another in a nervous system."

"After solving these problems, we found that the solutions could be applied equally well—or with some modifications—to other problems such as the spread of epidemics or fads in a population."

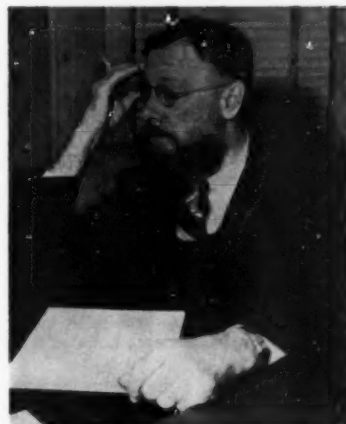
"Take rumors, for example..." and he turned to Prof. Anatol Rapoport, who is in charge of the mathematical biology committee's work in this field.

Prof. Rapoport explained that the work is based on the applications of the mathematical theory of probability. "Both the brain and a population are composed of a very large number of units—millions of brain cells in one case and millions of individuals in the other."

"Even though it is impossible to observe each of these units individually, it is possible to make plausible assumptions about how they interact with one another."

"On the basis of such assumptions," Prof. Rapoport explains, "we have derived equations that permit us to calculate in advance how rapidly different kinds of rumors spread through different kinds of populations."

"As you may recall, experiments on the spread of a 'rumor' were conducted recently on the West Coast. In particular, one test was performed with the aid of the Air Force, to determine the way knowledge of a new advertising slogan spread through the population of a town. [AA, July 30, 1951]. It turned out that the actually observed figures followed



Nicolas Rashevsky

very closely the figures predicted by the theoretical formula."

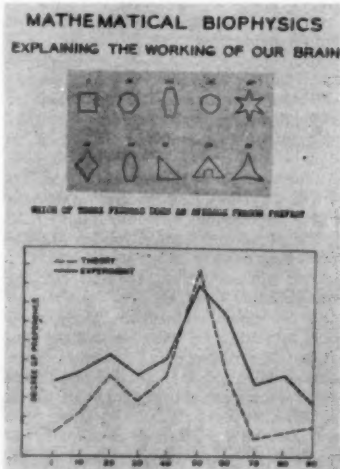
Last year, the Air Force signed a \$300,000 contract with the University of Washington's public opinion research laboratory for a series of studies. The Air Force proposed to test the value of air-borne leaflets in spreading information during an emergency. In an early test, a private plane dropped leaflets on Issaquah, Wash. About 20% of the town's homemakers had been told of a new slogan for Gold Seal coffee the day before the leaflets were dropped. The leaflets said that one in five housewives knew the slogan and that if residents of the town could quote the slogan when asked by researchers, they would be given a pound of Gold Seal coffee free.)

Prof. Rapoport admits that the formula does not yet permit the evaluation of the importance of a rumor, but says the "weights" can be developed experimentally.

In other words, at the present time it is necessary to have some data about how a rumor actually is spreading before equations can be worked out to describe the complete situation.

But Prof. Rashevsky insists that it is theoretically possible to develop a many-dimensional coordinate system which would describe the importance of various items of public interest at any time. With this system, it then would be possible to evaluate the quality of a rumor and to work out such items as the "hearer-per-teller" ratio in advance.

"We propose," Prof. Rapoport continues, "to develop the theory of 'rumor spread' so that it can be applied in any situation where a change in behavior spreads through a population. If the situation warranted, the theory could be said to calculate the tendency to buy a new product or to shift from one prod-



REACTION—What happens in our brain when we look at a picture? Mathematical biophysics figures out a possible answer, from which the mathematical biophysicist figures out what a person would do in a given situation. His conclusions are compared with available experiments.

uct to another or to take advantage of a certain incentive.

"Two important factors influence mass behavior," he continues. "One is the 'outside' influence, such as the impact of advertising, price levels, etc. The other is the 'inside' influence, such as a tendency to imitate what others are doing. The 'spread of a behavior'—for example, a fad—is due to both these factors. It would be useful for the purposes of market research and in many other instances to determine the relative importance of these factors.



Anatol Rapoport

"For example, in some situations the 'imitation factor' may be by far the most important. In such cases, once started," Prof. Rapoport declares, "a fad or buying preference will spread of its own accord without any boost from advertising.

"A mathematical theory of mass behavior could give information on the relative importance of the various factors which determine it and thus give the most effective and economical policy of predicting and controlling trends.

"Of particular practical importance would be the circumstance that such policy could be decided upon in advance without the expenditure of time and effort to obtain elaborate field data."

Mathematical methods already have been applied to the prediction of esthetic preference. The problem was to calculate on the basis of certain distributions of excitation through the nervous system—the degree of pleasantness associated with

the sight of various geometrical figures.

A mathematical theory of visual perception, developed by Prof. Rashevsky, provided the equations for these calculations. To date, the "esthetic measure" of 77 different simple patterns composed of straight lines has been calculated.

These calculations have been checked independently by University of Chicago psychologists, using standard psychometric methods. The degree of error between prediction and actuality was less than 3%. Most important, the error was smallest in the "middle range"—those figures that are neither liked nor disliked intensely.

As a result of this work, Prof. Rashevsky is convinced that mathematics eventually will be used to solve marketing problems.

"Whether manufacturing hats or wallpaper or automobiles, the manufacturer is interested in knowing what particular design has the greatest appeal to the public. If the best design could be computed with certainty in a simple way, it would save the time and expense of experimenting with various designs.

"The achievement of the goal I mentioned," Prof. Rashevsky continues, "would enable the manufacturer, if he so desires, to produce different designs in just the proper relative quantities to fit the tastes of every class of the public."

How long would it take to work out the necessary equations? Prof. Rashevsky won't make any definite promises, but he believes that "it is quite possible to reach the above outlined two goals within three to five years, if two individuals are working full time on the problem."

Salesense In Advertising ...

Advice to Beginners on How to Be Really Good in Advertising

By JAMES D. WOOLF

So many letters have poured in on me from young men and women asking for advice on how to launch themselves upon an advertising career that I feel inspired to air my views, for whatever they are worth, on the subject.



Jim Woolf

I don't know what significance to attach to the fact that only a very few of these letters ask some such question as this: "What is the best way to go about learning the trade? What is the approved way for a beginner to acquire skill and competency? I want to be really good. What, please, is the procedure?" The writers of most of these letters ask me merely to tell them how to get a job in advertising.

Several years ago I wrote a book, which enjoyed a fair sale, entitled "Getting a Job in Advertising." I now believe that this title was perhaps a mistake. "How to Be Really Good in Advertising" might have been a better one.

James Webb Young, in a foreword to this book, said: "The big thing is to make a start. Get in, anywhere, so that you can see the wheels go 'round. Then keep putting one foot in front of the other—remembering, as Robert Louis Stevenson said, that 'to travel hopefully is a better thing than to arrive; and the true success is to labor.'"

This is solid advice from a man who knows whereof he speaks. But I think Jim will agree with me that his "any-

where" should not be taken too literally. Making a start as a printer's devil in a country newspaper office is better than making no start at all, but I can't imagine a harder way to go about it.

Perhaps I'd better explain here what, in most instances, my young correspondents mean by "advertising." They think of an advertising man as a man who creates ideas, writes copy, and plans campaigns. Few of my correspondents express an interest in getting a job in media, research, mechanical production, etc. Hence, since this is the major interest, I shall confine my remarks in this piece to the creative side of advertising.

I believe the key to the riddle is to be found in a proper understanding of "anywhere." I am convinced that young men should learn their trade in advertising in the same way that young men learn to fight with Sabre jets under the auspices of the U. S. Air Force. I believe, in short, that the novice should try determinedly to "apprentice" himself to a man, or a group of men, of ability and successful experience in the arts of persuasion through the medium of advertising.

Too often, in my opinion, the overeager beginner grabs at the first opening that comes his way. It may be a job in a small-city newspaper under a superior who is himself pretty much of a novice. It may be a berth in the service department of a small trade journal as an assistant to a man of almost equal inexperience. It may be a position as advertising manager of a small manufacturing plant under the mentorship of a general sales manager who makes no pretense of knowing the least thing about the creative side of ad-

The Creative Man's Corner ...

Accentuate the Positive

Money worries melt away... when you've got "MONEY" back of you!

Let's face it. We've reached a point in our so-called development where it's virtually impossible for anybody to make and keep enough dough to retire on. About the only hope one has is through insurance. At least, through insurance, one can save at the same time that he protects his family.

This Mutual Life ad comes close to saying this—but, unfortunately, somebody got enamored of a pun, and a good ad died aborning.

M, O, N, Y—spelled out—does not look like a word pronounced "munney." It looks, instead, like something pronounced "mow-knee." That alone defeats its purpose.

But, on top of this, the name of the company is corrupted. It becomes "Mutual of New York" simply to justify the pun. If all the initials were used, it would be MLCINY, and "ma-lick-knee" doesn't tie up with anything.

One could, of course, assume that the company might be referred to as Mutual Life of New York. This would result in initials of MLONY, which is too close to BLONY to be of much comfort.

The general argument—that one either dies too soon or lives too long—doesn't provide much comfort either. If one dies too soon, then let's eat, drink and be merry. If one lives too long—well, whatever happened to that Townsend guy?

In The Corner's opinion, life insurance advertising doesn't say enough about life and living. You'd think it was called *death* insurance. Life insurance gives you the wherewithal to live, as well as your wife the wherewithal to live if you die. It enables you to put a down payment on a house of your own, to start your own business, to borrow some of your own money if you need it. Few people develop a backlog without it. Why not emphasize its positive points?

vertising. It may be an appointment as a staff of one to a printer who feels obliged to give his customers a little help with their copy. It may be a retail clerkship that includes with it the chance to write the store's advertising. It may be a job peddling printing, or radio time, or publication space, or book matches, or what have you, for small organizations of limited experience.

Let me say emphatically that I am not scoffing at these modest opportunities for the beginner to put his foot in advertising's door. They are jobs that must be filled. I am insisting simply that they do not represent the quickest and most effective ways to learn creative craftsmanship in advertising. No novice pilot would dream of asking another novice pilot to teach him mastery of a Sabre jet.

I am not saying, either, that creative craftsmanship cannot be self-taught. Many successful copy men made their start in just such ways as I have described. But these men, I suspect, were blessed with certain mental endowments and transcendent abilities for work above the average level. It is my feeling that how one starts is of small consequence if one is born with unusual power of invention and origination. But few individuals are so born, and the beginner is safer not to rely on the assumption that he is thus gifted.

I believe that the beginner is benefited very considerably when he has studied academically the principles and foundations of the creative side of advertising. Many colleges and universities offer excellent courses, and equally excellent

evening classes, frequently taught by able practicing advertising men, are available to the beginner in almost any large city. I have high regard, too, for the advertising course offered by the International Correspondence Schools. I can name off-hand a dozen leaders in advertising today who took their first faltering steps as students of the Schools. It is fashionable in certain circles for admen to deride academic advertising education, an attitude I regard as utter nonsense.

The first step, then, is for the beginner to acquire some sort of academic background. The next step, or perhaps a concurrent step, is to "apprentice" himself to a man, or a group of men, who have a scholarly attitude toward their trade. I do not refer to these men as "masters," which is a word that "apprentice" suggests. There are no masters in the advertising business.

But there are many men in our business whom I like to refer to as "scholars." They are perennial students. They are dissatisfied practitioners of their art. They are forever asking questions, prying, digging, testing, meditating, learning. They know their own fallibility. The novice who begins his advertising career under the tutelage of such men as these is fortunate indeed.

Not all novices, no matter what their tutelage, can expect to rise to the heights in the creative side of advertising. Some will drop out when told by a scholar that they lack the "spark." Others will never achieve the fame of a Jim Young or a Claude Hopkins, but they will achieve a very substantial degree of success. A

We do not know

how many of our readers clipped and used our
3" x 5" recipes in 1951

But we do know

that we sold 5,000,000 cellophane envelopes (for
protecting our recipes) to American Home readers in
1951, at a cost to them of \$50,000. Five million
recipes involve a lot of food products

Do you know

that The American Home Magazine is giving a higher
percentage of its editorial content to food than any
other multi-million-circulation magazine?

few—a very few—will go on to glory. Still others, changing their objectives, will do well in some other phase of advertising—media, research, client contact, or perhaps in some activity connected with radio and television.

■ I believe that a certain measure of an inborn "something"—shall I call it genius, talent, a knack, a facility?—is an essential for top success in creative work. No man or woman without a genuine feeling for words can hope to go far as an inspired writer of advertising copy. Arlo Bates,* commenting on the art of writing, has this to say: "Into all productive art enter two sorts of power, that which is communicable and that which is incommunicable; in other words, that which may be taught and that which is inborn. . . The power which is incommunicable is that of imagination, that indefinable grace and skill, that enchantment of creative ability which is born with rare individuals, and for which he who is not dowered with it by nature struggles in vain."

Those old hands I call scholars cannot teach the beginner the incommunicable, but they can teach him the "perennial stu-

dent" attitude. They can teach him the few things they know for sure about the arts of persuasion through the medium of advertising. They can warn him against the mistakes they have made, the lessons of their failures. They can school him in their code of good taste, decency, and clean sportsmanship. They can imbue him with the conviction, as I have said in this column before, that there is no hope for true success in advertising for the satisfied man.

■ Oh, yes, I know. This is grand advice, indeed, but how does the novice go about apprenticing himself under these men you call the scholars? Let me say at once, my young friends, that it's pretty tough. I can only urge you to try—*very, very hard*. Maybe you can make it. Whatever you do, don't clutch at the first rung on the ladder if it falls too short of the specifications set forth here.

Seeing the wheels go 'round is surely the way to get started, provided they spin in the right direction.

*ARLO BATES: "Talks on Writing English"; Houghton Mifflin.

'You're Not in the Business Just to Make Money,' Reader Tells Woolf

Once again AA fractures a rule and intercepts some not-so-private correspondence. When Jim Woolf (who hasn't seen this letter yet) wrote in his Jan. 14 column that he was in the ad business solely to make money, Reese Wade took his pen in hand. He doesn't believe Mr. Woolf, and neither do we. What he has to say is too interesting to keep for Mr. Woolf alone, so we present it here.

Dear Mr. Woolf: I'm taking time out from my own scenario-writing chores to tell you that I just plain don't believe it. That line of yours: "But I am in the advertising business to make money, and for that solely." (AA, Jan. 14.)

You're much too smart a man to believe yourself on that score. A lot of people are in it—in anything—for money solely, but you aren't one of them.

You're a teacher, Mr. Woolf. You're a thoughtful man, concerned with understanding the "whys" of the world you live in. Every word of every line of your articles proclaims your intellectual interest. And every word you write in that space also proclaims the fact that you like to impart that interest to other people. You don't make flat statements and let them stop there. You try to reason it all out; you try to show and tell and prove WHY. And that, for my dough, makes you at heart a teacher; and no man can be a teacher who is motivated by money alone.

Not long ago I talked with a most proficient motion picture man. I knew of a young man who was trying to learn the business. I suggested that he might help this boy a lot if he would give him some pointers and some help on the techniques of the films. I always tried to help as much as I could, but I know that my technical knowledge does not include everything this other man has.

"Look," he said. "I've spent 20 years of hard labor learning what I know about film production. It is what I have to sell, what I trade for my living. I don't give that away to anyone. Let this kid put in his time just as I did."

Well—me, I can't help trying to teach others to know all that I know. It isn't much, maybe—ad agency, radio and now movies—but something in me makes me want to pass this knowledge along. And the same something is making you want to pass it along.

Years ago I happened to be in a hospital at the same time it also was occupied by a famous surgeon. We happened to suffer from the same complaint—hicups—so later on, after my recovery, I dropped into his office to meet him and say hello.

He was a fine guy and we talked for a little while. Then the talk switched, as it will, to the subject of medicine and doctors. I was interested to hear him say, "There are too many men entering the profession today who should never be in it." It sounded like the usual gripe by an older man toward the younger men, but it didn't turn out that way. He went on to make a point which has stuck with me through these many long years:

"It makes no difference," he said, "where a man has gone to school, by whom he has been trained, what his background is, or how skillful he may be. If he thinks first 'How much am I going to make from this job?' instead of 'How much will I be able to help this patient?'—he is no doctor, and he does not belong in the medical profession. And there are too many coming in who think that way."

I happen to agree with the surgeon. And I agree with his thesis, even when applied to other things. I like to make money, yes; I wish I could make a great deal of money; but I'm damned, Mr. Woolf, if I would care to live if the making of money were my sole reason for any activity. And neither would you.

The thing we live for and work for—the thing which is so little understood by most of us and yet is so well understood by the psychologists—is *recognition*. It is simply our old friend, the desire for social approval. If a man can make money and achieve this recognition too, he is in fine shape. But for a normal man to make money and not have full self-respect is to have made nothing. I think that James Lincoln, president of the Lincoln Electric Co. (you know: the one with the famous profit-sharing system and the world's highest paid industrial employees), said it about as well as I have ever seen: "There is no difference in the aspirations and desires of human beings. All want to be people who are doing a man's job in a man's world. All want to stand out as individuals of ability."

I know a newspaper man who stayed months in a job where he wasn't even being paid regularly. He went eventually to a job where he was paid well, but he

was never as happy there as he was in that other situation. Eventually I found out why. The other publisher was a man who was a good fellow but not much of a writer. When my friend would get down to the carpet on deadline day and start putting it all together in that precise way he has, the publisher would watch and say, "Man, I'd give a million dollars if I could do that." That's all. But it was recognition; it was someone to make my friend feel as if he too were important—as if he were doing something worth doing and doing it well. In other words—Mr. Lincoln's words—he simply hungured inside himself to "stand out as an individual

of ability."

You do stand out as such an individual. You always have and doubtless always will. You unquestionably feel that you are fulfilling yourself in your work—you feel that you do a good job, a job of which you can be proud, in a field which is worthy of your character and your life. If you didn't feel that way, Mr. Woolf, I venture to guess that ten times the income would not have kept you in it. Some insensitive people, yes; but not you.

Sincerely,

REESE WADE,

Production Manager, United Film Service Inc., Kansas City, Mo.

You Ought to Know . . . Ken Zonsius

When a stranger first meets Goodyear Tire & Rubber Co.'s new advertising director, K. C. Zonsius, he gets the impression that he is shaking hands with a man who is too much interested in his work to take time out for sleep.



Ken Zonsius

A man with seemingly inexhaustible reserves of energy, Ken Zonsius has applied his enthusiasm to every problem he has faced since he joined Goodyear 35 years ago as a general line salesman.

He has always been sold on the idea that advertising should be treated as a "working partner" of salesmanship. From the day he started, back in 1917, he has done an outstanding job of advertising with Goodyear dealers.

His reputation grew as he moved up—first to assistant manager of the old Chicago district and, later, as manager of the Peoria district. As a result, in 1930, when the late C. T. Hutchins was looking for an assistant advertising manager with ability, Ken was chosen for the job.

■ The going was rugged in 1930. With the effects of the depression in evidence on all sides, it took a lot of persuasion to convince some dealers that tires could be sold if prospects were asked to buy via local dealer advertising.

But Ken argued that "the most important thing that happens in the tire business is when a dealer and a prospect get together. The bringing together of buyer and seller is the sum total of all Goodyear sales effort, including advertising."

Goodyear continued to hammer away with both national and local advertising during the dark years of the early '30s, and it managed to build acceptance for its products that paid dividends both during the depression and in the brighter years that followed.

When orders for dealer advertising failed to come in as fast as Hutchins and Zonsius thought they should, the ad de-

partment reminded Goodyear salesmen that "advertising is consumer selling. Don't overlook that fact. The sooner your dealers are doing this consumer selling the surer you are of selling them more tires and tubes."

■ From his wide acquaintance with dealers and their problems, Ken was able to fit dealer ads to the times. He constantly sought advice and suggestions from dealers and the field selling organization on dealer needs. And he saw to it that the needs were met with sound, hard-selling copy.

Advertising and selling are so closely related in Ken Zonsius' book that he stepped up to manager of auto tire sales in 1935 without breaking his stride. And he moved back to the advertising department a few weeks ago, succeeding the late J. K. Hough as director of advertising, in the same manner.

Ken was born July 11, 1894, in Chicago. He attended high school in Chicago and Northwestern University before starting his business career as a salesman for Conkling, Price & Webb, a Chicago insurance company.

In his various capacities with Goodyear, he has covered most of the country—frequently to fulfill speaking engagements. Ken likes to illustrate his talks with charts and other visual aids, partly because it helps keep things rolling fast.

■ An associate once remarked, following a Zonsius talk, that "Ken's style reminds you of a machine gun—with all the bullets going into the center of the target."

During his 35 years with Goodyear, he has demonstrated an unusual ability to get along with people, not only in the tire field, but in the various sales and production divisions as well. This talent is expected to help simplify the many problems connected with his broader advertising assignment.

On the wall of his office is a sign that reads, "It can be done." And, after a chat with the indefatigable Zonsius, the visitor has the very definite impression that things will be done.

Mail Order and Direct Mail Clinic . . .

C. O. D.s Needn't Be Headaches

By WHITT NORTHMORE SCHULTZ

"Damn those C. O. D. mail orders!" said the owner of a good-size mail order company the other evening.

"I'll bet we've sent back 500 of those headache-making C. O. D. orders in the past couple of months. Sure it hurt to lose this business. But we can't be bothered with 'collect on delivery' orders any more," he declared with vehement finality.

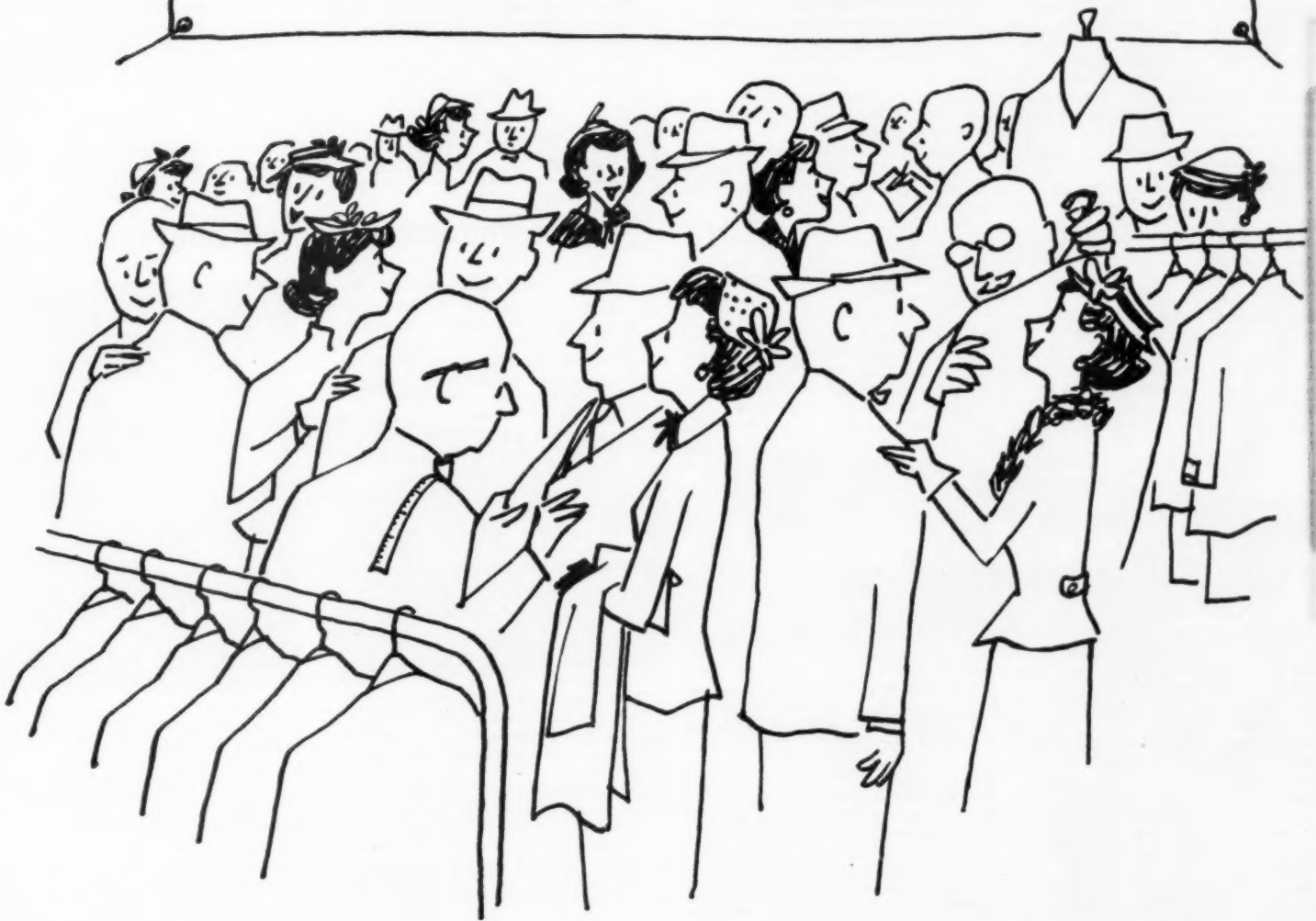
In a year's time this mail order mer-

chandiser is going to lose hundreds of net profit dollars by using this shortsighted, business-killing policy, in my opinion. Also, I believe he's building bad will with potential customers because of this inept treatment of mail order buyers. Many folks who buy by mail, you know, don't have checking accounts or cash available at the time of ordering. They may not be near a post office where they could secure a postal money order.

I maintain that if you trust people,

Never Underestimate the Power of a Woman!

SALE
MEN'S SUITS



Every month — for nearly 12 years — the women of America have bought more copies of Ladies' Home Journal, through newsstand purchases and subscriptions, than they have of any other magazine carrying advertising, bar none.

ladies' home **JOURNAL**

THE MAGAZINE WOMEN BELIEVE IN

you can handle C. O. D. orders profitably. For the past few years we've been experimenting with a new method of processing C. O. D. orders. The experiment is showing many positive results... and increasing sales.

It's certainly true that C. O. D. orders, when handled in the standard way, are a nuisance to buyer and seller.

Sellers must fill out complicated, time-consuming forms for each package. Buyers must be present when their merchandise is delivered, and they must have the correct amount of money ready for the impatient postman, who usually doesn't have the correct change available, I've discovered.

All in all, C. O. D. orders are a bother to all concerned. As a result, more and more mail order firms are losing sales by stating in their ads and direct mail promotions, "No C. O. D.s, please." Our modest company does accept C. O. D. orders. I'd like to explain how we handle them. Maybe the idea will help you.

■ Long ago we realized that there is a certain group of mail order shoppers who will only buy by C. O. D. We figure that if we're to service our customers, we've got to beam our sales story to their buying habits and to their whims. Some buyers, you know, are skeptical, too, and they want to see the merchandise they're buying by mail before paying for it.

That's fine with us. We welcome product inspection. Our unconditional guarantee reads: "Complete satisfaction or your money back by return mail."

So, when a person sends us a C. O. D. order we:

1. Acknowledge it immediately.
2. Send the merchandise ordered promptly on open account.
3. Invoice the customer at once for the product ordered, enclosing a mailing piece with the bill. The mailing piece, by the way, provides a chance for re-order sales because the customer often sends a new order along with his remittance.

■ On our simple statements, stamped in bright red letters, are the following messages to our C. O. D. buyers:

"Terms: Net. Payable, please, by return mail.

"We trust our customers! We are bill-

ing you to save you costly C. O. D. fees. Please remit by return mail to maintain your excellent credit rating. Thank you!"

Notice that we assume the person's credit is excellent and that he wishes to continue to keep it so by paying promptly.

You might be interested in some results of this trusting, Golden Rule approach to C. O. D. order handling.

On the last 1,000 C. O. D. orders we processed, 900 new customers paid within ten days with many writing their thanks on our statement for our policy of trusting them. Many more sent along additional orders.

Twenty-one of the 1,000 buyers paid in 14 days. Twenty-eight paid in three weeks' time. Thirteen paid within 30 days. And 38 are delinquent...but no doubt will pay up after the first or second friendly statement we'll send them—with another mailing piece enclosed.

■ Granted we may lose a few dollars on these 1,000 orders; think of the positive results: 1,000 new orders; 1,000 new customers; good will.

Well, what does this prove? It proves to me, at least, that:

1. A good percentage of shop-by-mail buyers prefer to buy on C. O. D. terms. Why turn down this plus business?

2. People like to be trusted. If you have faith in them, this faith will be reflected, and they'll have confidence in you, your integrity and your desire to serve.

3. The overwhelming majority of our customers, at least, are honest. They pay their bills promptly.

4. Instead of turning down good C. O. D. business, mail order companies should accept it and turn it into new, profit-making, good will building sales.

It's true, perhaps, that this C. O. D. plan will not work with all types of companies selling by mail. It's true, too, that hard-headed auditors will no doubt be shocked by this method of doing business.

Nevertheless, I sincerely believe that if you completely trust your customers, positive results in the form of new sales and friendly relationships will follow.

I'll bet my life on that principle!

In a future column I'd like to discuss methods of reducing refusals on C. O. D. orders processed in the standard way.

Tips for the Production Man...

There Are Many Uses for Color Prints

By KENNETH B. BUTLER

It is seldom wise or practical to send original art work in color all over the country to show sales outlets or production sources just what is in the making in a new campaign. Through color reproductions at moderate expense your art in full color can be in a good many places at the same time.

Although this concern doubtless is only one of numerous producers of this type of work, I have been interested in these color prints through information furnished me by Thomas B. Noble Associates, 270 Park Ave., New York 17. They call them Rabbit prints, because they multiply fast, I guess.

■ These prints are color corrected and are reproductions of your ads or sales material done in continuous tone (no halftone screen) and in full color. They are made from original art work or color transparencies, the practical quantity range being from 10 up to 150 copies. They may be made in sizes from 8x10" up to 20x24". Cost depends on size. The 8x10 prints, for example, are currently quoted at \$3.50 each plus a \$30 prepara-

tion charge.

They are excellent for salesmen's presentations, for pre-testing of product designs or ad themes, or to provide an advance look-see of new promotions to distributors, dealers, and regional sales offices.

Researchers are able to use them in determining advance color preferences, etc. They're good, too, as a guide to outdoor bulletin painters in order to hold color fidelity in painted displays.

When the production man finds he is faced with art work needed in several places by several suppliers (engravers, printers, offset or gravure houses, magazines, publicity outlets) such color prints may fill the bill without sacrificing your expensive and fragile art. All reproduction sources work from color-corrected copy that insures uniformity in your color campaign.

For longer runs they offer their Peacock color prints, printed letterpress on Kromekote stock, 150-line screen. They're practical for runs up to 5,000. As an example of cost, \$275 buys 1,000 prints—7½x9¼" color area—on a sheet 8½x11", with additional prints at 5¢ each.

Employee Communications...

Welcoming the New Employee

By ROBERT NEWCOMB and MARG SAMMONS

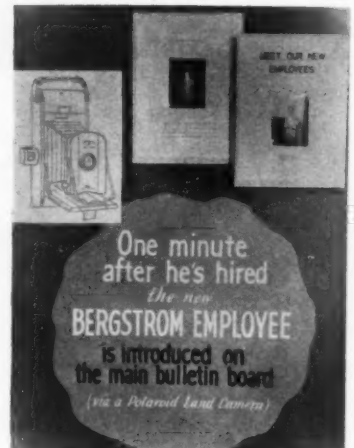
Back in the old days, the new employee was frequently appraised in a matter of a split second by the foreman, and thumbed to his place at the bench. Here, by guess and by golly, he learned the ropes. It might take him a day, and it might take him more. There was no particular evidence that anybody cared, in some plants at least, one way or the other.

Some of the die-hards will contend that you can carry the welcome sign too far, but a Wisconsin paper mill management doesn't think so. It has developed a system for introducing the new employee just about as soon as he goes on the job, and the management thinks it gets the new man oriented quickly and comfortably.

■ Bergstrom Paper Co., at Neenah, Wis., launched a mill bulletin board program a few months back. The boards carry not only the routine notices common to any board, but a certain amount of news and pictures of personal interest to employees.

The welcoming feature was developed by accident. The mill for some time had utilized a Polaroid Land camera, with its instantaneous developing-and-printing features, to record damaged shipments to the mill. Suddenly it occurred to the head of the company, Nathan Bergstrom, that new employees could be introduced to the entire mill, simply by using the mill camera. Shortly thereafter the main mill board was altered so that every new employee's photograph was posted almost as soon as he was hired. Naturally if more than one employee's picture was to be posted, the main board was simply rearranged to accommodate the additional pictures.

■ Mr. Bergstrom is one of the paper industry's strongest champions of personal contact with employees. Last year he initiated the practice of setting aside one evening a week in order to have dinner with one or more of his employees, and as a result of these informal gatherings, he has established a workable system of two-way communication. "What many men



INTRODUCTION—Exhibit panel showing how Bergstrom Paper Co. introduces new employees in photos on mill bulletin board.

in management fail to realize," he points out, "is that the employees always seem to enjoy themselves tremendously, but nobody enjoys himself half as much as the host. Try it."

The paper mill official puts his finger on what he considers a glaring weakness in plant personnel education. If a company is looking for a personnel manager or industrial relations director, he says, it is comparatively easy to find someone with academic training in personnel administration, in engineering, in law. But he is still seeking the college or university able to offer a graduate schooled in human relations. He thinks there is a great need for it.

Meanwhile he feels that his own personnel will keep the mill's human relations at a high level if they continue to be reminded of it, by little daily examples. The face of a new employee on a bulletin board, with a few lines of information about him, is Mr. Bergstrom's idea of only one example. He is constantly trying to figure out others.

The Eye and Ear Department...

Television and the Election

Already some hefty blocs of time have been sold for televising the conventions. Some of the Presidential aspirants have appeared on the political quiz programs. And undoubtedly programs of this type will increase in value to their sponsors as the campaign really gets under way. Some comments have appeared concerning the "commercialization" of what many people refer to anyway as our "quadrant circus." But undoubtedly television can and quite probably will exert a powerful influence on the outcome of the 1952 elections.

Many a Taft supporter is wondering what effect Bob's bank teller appearance will have on prospective voters with TV sets. Many an Eisenhower rooster is counting on TV to win the women's vote. Good old Estes goes into the fray already equipped with TV experience—and highly successful experience at that.

■ However, television—in this election—offers the country an opportunity much greater than that of simply judging the comparative sex appeal and histrionic ability of its Presidential candidates. Should some public-spirited, patriotic and shrewd advertiser size up the situation, it offers the opportunity of having the best man, at long last, win.

Let's investigate just how this miracle might be brought about. For one thing—

and despite the feeling of many Republicans on the subject—it is actually the thinking people of this country who elect a President. The partisans more or less cancel each other out. The smaller but still sizable independent vote swings the balance of power.

■ This thoughtful minority has for years deplored the impossibility of nailing down either a political platform or a political orator on any specific issue. During a political campaign, double talk becomes the order of the day. On politically sponsored TV appearances, on forums, on quiz programs and on debates, our runners for office have already proved themselves to be—and may be expected to continue proving themselves to be—masters of the weasel statement.

Should some program be evolved, however, on which aspirants to political office are forced to state clearly their position on various issues—before a jury composed of various segments of our economy: labor, the grange, business, the military, and so forth—it is just possible that the thinking minority will be enabled, this time, to exercise more than just an intuitive judgment of the candidates. It is also just possible that this might be good for the country—and television—and the advertiser who sponsored the program.



DOG DAYS—Elaine Courtney smiles at some of the 16,896 coupons redeemed by Borden's dog food buyers last month. The company is making a special 15¢ redemption introductory offer in 11 markets where it recently started selling its dog food through grocery stores.

Silloway Elected V.P.

Charles T. Silloway, executive v.p. of Chilcott Laboratories, a subsidiary of Warner-Hudnut Inc., New York, has been elected a v.p. of the parent company. He will continue as executive v.p. of Chilcott and also will be responsible for sales and promotion of the William R. Warner ethical pharmaceutical division of the parent company. Mr. Silloway has been associated with Chilcott Laboratories since 1939.

Two Appointed to Ad Dept.

William H. Baker, formerly with Raymond L. Sines & Associates, San Francisco, and Ralph H. Eicher Jr., formerly with the Register, Brookings, S. D., have joined the advertising department of Tide Water Associated Oil Co., San Francisco.

Phil Harris Signs with NBC

Phil Harris has signed a long-term contract with National Broadcasting Co. for both radio and television. The contract calls for continuation of the "Phil Harris-Alice Faye Show" currently on the NBC radio network and appearances by Phil Harris on major NBC television shows. Other details of the contract were not revealed.

Join National Transitads

The following have joined the sales staffs of National Transitads Inc.: Jack Hanlon, formerly with General Outdoor Advertising and Foote, Cone & Belding, has joined the Chicago staff. A. Bernard Ohle and C. M. Davison Jr. have been added to the Baltimore office. Rex W. Ochs has been appointed to the staff in Oklahoma City.

Need a Good Film Spot..

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.



For 35 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money.

Send in your copy for estimate. Our low prices will surprise you.



AS LOW AS
8 Sec. \$50
20 Sec. \$80
1 Minute \$150

Filmack Studios

1335 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

Lees' 1952 Budget Up to \$1,500,000; TV Program Starts

BRIDGEPORT, PA., March 4—James H. Lees & Sons Co. will invest about \$1,500,000 this year for advertising. Last year it spent about \$1,000,000.

Principal new factor in the company's plans is television. Lees' first regular TV program series—"Meet the Masters"—started last week on NBC. Filmed by World Artists, the 30-minute program will be televised every other week. Jascha Heifetz, the violinist, was the first featured artist. Singer Marian Anderson will be starred next.

Omitting the middle commercial, the sponsor is using only an opening credit and a 90-second sales message at the close of the show. The theme—"Those Heavenly Carpets by Lees"—is one that has been used for five years. Nearly 50 stations carry the telecast, eight of them on a spot basis.

■ Carlton R. Asher, advertising manager of Lees' carpet division, said TV was added without displacing other media.

Among the magazines to be used in 1952: *American Home*, *Better Homes & Gardens*, *House Beautiful*, *House & Garden*, *Sunset Magazine* and *The Saturday Evening Post*. Copy appears regularly in about 70 newspapers. In addition, tune-in ads for the telecast are scheduled in 78 papers. Also used: independent and locally edited Sunday supplements and the Metropolitan Group.

D'Arcy Advertising Co. is the agency.

Healy Joins McGraw-Hill

R. Scott Healy has been appointed promotion manager of *Electrical World*, a McGraw-Hill publication. He takes over the job vacated several months ago by Julian H. Boone, who became promotion manager of *Power*, another McGraw-Hill paper. Mr. Healy formerly was advertising and sales promotion manager of Columbia Ribbon & Carbon Co., Glen Cove, N. Y., and before that assistant advertising manager of Dictaphone Corp., New York.

WLOL Names Rosene Manager

Marvin L. Rosene has been appointed general manager of WLOL, Minneapolis-St. Paul. Formerly, he was general manager of KIOA, Des Moines, which is affiliated with WLOL.

Three Agencies Join 4 A's

Aylin Advertising, Houston, Rowland Broiles Co., Ft. Worth, and Wendt Advertising, Toledo, have become members of the American Assn. of Advertising Agencies.

To sell
Tooth paste
to inland
Californians
(AND WESTERN NEVADANS)



... Be on the Beeline

Tooth paste or tires, the way to sell in inland California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK Sacramento (ABC) 30,000 watts 1530 kc.	KOH Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	KERN Bakersfield (CBS) 1000 watts 1410 kc.	KWG Stockton (ABC) 250 watts 1230 kc.	KMJ Fresno (NBC) 5000 watts 580 kc.
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A million people listen to the Beeline every day

Lethbridge Joins NBC Sales

Robert Lethbridge, formerly with the sales staff of Tiffany Productions, children's record manufacturer, has joined the sales staff of National Broadcasting Co.'s Chicago TV spot sales department.

Skoro Named Art Director

Donald K. Skoro, formerly a free lance artist, has been appointed art director of Arnold M. Niemeyer & Associates, St. Paul agency.



in the Toronto market **WHEN**

**ONE NEWSPAPER
TORONTO DAILY STAR
PUTS IT RIGHT
IN YOUR LAP**



421,121
COPIES DAILY
A.B.C. Publisher's Statement, Sept. 30, 1951
The strongest single
Newspaper Advertising
Force in Ontario's
\$3,500,000,000
market
**TORONTO
DAILY
STAR**

80 KING STREET W., TORONTO
UNIVERSITY TOWER BLDG., MONTREAL
IN U.S.A.—WARD-GRIFFITH INC.

CARPET 16TH STREET?
YES... THAT'S RIGHT!
Our Selection is So Large...
SALE!
OUR GREATEST SAVINGS
IN YEARS!
ALCOVE'S

we cannot tell a lie
ALL-WOOL BROADLOOM
All-Wool Broadloom 5⁹⁵ 6⁹⁵
All-Wool Broadloom 7⁹⁵ 8⁹⁵

DON'T CRY BABY!
ALCOVE'S
I GREATLY ENJOY TO SERVE YOU
FOR CASH OR CREDIT BOUNTY CAN BEAT ALCOVE'S PRICES !!!

CARPET WAR—Two Denver carpet retailers, Alcove's and Joslin's, have been having a fracas via full-page newspaper ads. Following an Alcove ad Jan. 28 (left), which featured below wholesale prices on 192 miles of carpet, more than enough to carpet Denver's 16th St., Joslin's parried with a page ad Feb.

17 (center). This stated: "We don't have nearly 200 miles of carpet. . . We don't have enough to cover playgrounds, islands, highways. . . We do have excellent values. . ." "Don't cry baby!" was Alcove's reply three days later. "We can't help it if we have the largest selection in this area."

**Television Stations in Small Cities
Can Make Money, Sarkes Tarzian Says**

CHICAGO, March 4—TV stations can make a living in small cities, but they will have to fight for business and watch every penny.

That's the opinion of Sarkes Tarzian, owner of Station WTTV, Bloomington, Ind., who spoke last week at a joint meeting of the Chicago Television Council and the Chicago Radio Management Club.

Mr. Tarzian warned the group that the small city TV operator must cut every possible corner on expenses. He opened his own station, he recalled, for \$150,000—about half of what a station usually cost in 1949.

As a result of intensive selling effort, the station "took hold," he said. Local TV sales in 1951, for example, were 80% above similar 1950 billings.

The advent of the television station in the small town did not affect billings on his AM station WTT5. Mr. Tarzian declared. Instead, the video outlet had a direct effect on the local newspapers.

Within a year after Station WTTV made its debut, he said, the two Bloomington newspapers were forced to merge. (AA reported July 3, 1950, that the Daily

Herald and World-Telephone merged because of "soaring costs of newspaper publication.")

Mr. Tarzian said that WTTV is now a 35,000-watt station, with a signal that covers 63 counties in Indiana and Illinois. This includes 236 cities with a population of 2,000,000 persons.

Although TV is rivaling radio, he contended that radio isn't going to be replaced by TV. As an example, he said that recently a local department store cooperated in a test of the effectiveness of radio advertising as compared with newspapers. The store spent \$75 for newspaper ads and an equal amount for radio commercials to advertise a line of hosiery.

A check was made at each purchase as to whether the buyer had read the ad in the paper or had heard the radio commercial. The result, he said, was that 30% more people bought the hosiery after hearing the commercial than after reading the newspaper ad.

In combatting complaints regarding "too-long commercials," Mr. Tarzian contends that only 6% to 10% of a program is devoted to advertising. Newspapers, he said, devote 60% of space to ad-

vertising.

As to rate increases, he said that if a station is doing a job for the advertisers, increases based on a fair price are justifiable. He feels that rate cuts to gain greater volume are short sighted. (Effective March 1, WTTV will substantially increase its rates.)

**GOA Appoints W. D. Diebel
To Head New York Branch**

General Outdoor Advertising Co., Chicago, has appointed W. Donald Diebel, manager of its Minneapolis branch, to head its New York branch. This operation covers Manhattan, Bronx, Brooklyn, and New Rochelle.



W. Donald Diebel

Mr. Diebel has had 28 years of experience in the outdoor industry. Since joining GOA he has been sales representative, sales manager, regional sales director and branch manager of the Akron branch as well as of the Minneapolis-St. Paul office.

**Calumet & Hecla Coordinates
Ad Depts., Names Agency**

Calumet and Hecla Consolidated Copper Co., Detroit, has combined the advertising of the corporate organization and its divisions under one department. H. A. Harty, ad manager of the Wolverine tube division, has been promoted to ad manager of the Calumet division. In addition, he will direct the corporate ad program.

Meanwhile, the company has appointed Charles M. Gray & Associates, Detroit, to direct advertising for its Calumet division and corporate program. The agency has had the Wolverine tube division for the past 12 years.

Westinghouse Boosts Fichter

Robert M. Fichter has been promoted to the new post of sales promotion manager of consumer products of the consumer products division of Westinghouse Electric Corp., Pittsburgh. Mr. Fichter joined Westinghouse in 1936 and most recently was major appliance advertising and sales training manager at the appliance division headquarters in Mansfield, O.

Agency Changes Name

Mike Bolin Advertising-Public Relations Co., Minneapolis, has changed its name to Bolin-Smith Advertising. The agency was organized two years ago. It became a partnership about a year ago when Stan Smith, formerly v.p. of Mailadvertising Inc., joined it.

To Willsted & Shacter

Shirtcraft Co. has appointed Willsted & Shacter, New York, to handle advertising for men's dress shirts, sport shirts and heavy outerwear lines. The company has had no agency for more than a year.

Five Buy Nielsen Service

A. C. Nielsen Co. has added five more subscribers to its list. They are: The Ford Foundation, for both radio and television ratings reports; American Broadcasting Co. TV network, for the marketing service; WJZ-TV, New York, for New York TV ratings; Arthur Meyerhoff & Co., Chicago agency, for radio ratings reports, and Carter Products Inc., New York, for the television index complete report.

Agency Gets Two Accounts

Guenther, Brown & Berne, Cincinnati, has been appointed to direct advertising for Dorsel Co., Newport, Ky., maker of Seal of Kentucky flour and other milling products. The agency also has been appointed to prepare special local Cincinnati promotions for Rudolph Wurlitzer Co.

Mann Promoted to Editor

Herbert L. Mann, who has been with Sutton Publishing Co., New York, since 1945, has been promoted to editor of Contractors' Electrical Equipment.



Advertising Manager

**"I Bought
Butane-Propane News**

... because I know we reach an alert audience. From 80 to 100 readers every month write to the editors for advice on technical and engineering problems. This confidence in BUTANE-PROPANE News means better results from our advertising to the Liquefied Petroleum Gas Industry."

... and because BP-News has

- ▶ 50% greater coverage of readers in Bulk Plants who represent 85% of the industry's purchasing power.
- ▶ Largest circulation, highest subscription rate, and the highest renewal percentage in the industry.
- ▶ The Pioneer Publication with more than 20 years editorial experience.
- ▶ Publishers of the only library of technical books—Headquarters for LP-Gas information since 1931.
- ▶ Seven Readership surveys prove BP-News first choice by a 2 to 1 majority.
- ▶ First in display and classified advertising for 13 years.
- ▶ In 1950, 97 exclusive advertisers used only BP-News Publications to sell this market.

BUTANE-PROPANE News
Write for latest market data...
A JENKINS PUBLICATION
198 So. Alvarado Street
Los Angeles 4, California

AMERICA'S FIRST ENGRAVER
REVERE
PHOTO ENGRAVINGS
EXCLUSIVELY
DAY-NIGHT
REVERE PHOTO ENGRAVING CO.
712 FEDERAL STREET, CHICAGO 5, ILL. WA 2-8816-7-8

NBC-TV Reports TV a Best Buy in Summertime

(Continued from Page 1) and Jack B. Landis prepared the report.

First, the company sought an answer for skeptical advertisers, who ask "who watches TV in the summer when people are usually away on vacation or busy with other activities?" It came up with this rather surprising vacation picture:

A. Some 56.1% of the video families questioned took no vacation or spent their vacation at home. (Members of the family were recorded as away from home only if their stay was longer than a half-week duration.)

B. Slightly more than 13% went away on vacation, but left one or more family members at home.

C. Some 30.7% went away on vacation, with all members of the family away at the same time.

In the case of the latter group, the average time away from home was 14.8 days. When the vacation period was averaged over the entire TV group, the average video family was found to be unavailable (for viewing on the home set, that is) only 4.5 days during the summer.

Availability of TV families also was figured on a weekly basis; during no week in the summer did the TV family availability drop below 92%, the report stated, adding: "And 29% of TV families who go away watched television while they were on vacation."

Going a bit further, NBC researchers analyzed the data to show how TV owners spend their time on a typical summer night. Out of every 100, some 63 watched television, 27 read newspapers, 14 sat around and talked, 13 listened to the radio, 10 went for a walk or drive, 10 went visiting, nine rested or went to bed, eight had visitors in, eight worked around the house or garden, six read magazines, four went to the movies, four played cards and games, four read books, three worked on hobbies, sewed or knitted, one went out to paid entertainment (night clubs, etc.) and one went to a sports event. Obviously many of them were spending their evening on more than one activity.

Respondents also were asked to check how much time they spent on each medium "yesterday" (day and night). The answers were tabulated by TV-family heads and compared with NBC figures for January, 1951, on the basis of minutes per day per person:

	January	August
Television	133	115
Radio	61	57
Newspapers	47	40
Magazines	11	11

Non-TV-owning family heads also watched TV a great deal in August. Time spent with various media by all the family heads (TV and non-TV owners) covered in the study on the average day: television, 76 minutes; radio, 74; newspapers, 42, and magazines, 13.

Next, NBC considered video families as a market. Women were questioned about purchases (in the last four weeks) of 11 different products. For 10 out of 11, TV women showed substantially greater buying power. In terms of relative difference (difference between TV homes and non-TV homes) figured on a percentage of the non-TV homes:

Dentifrice	5.3%
Deodorant	16.9
Frozen orange juice	32.1
Instant coffee	39.9
Laundry soap	2.9



COOPERATION—Ad directors of three competing magazine publishers sign contract to carry "Dorothy Darrow's Bulletin Board," new editorialized ad feature, in their books. Left to right: Harold Clark, Dell Publishing; David Laux, Macfadden Publications, and Shepard Spink, Fawcett Publications. Looking on is Edward J. Darragh, president of Dorothy Darrow Inc.

Packaged cheese	6.8
Packaged dessert	31.0
Scouring powder	-1.1
Shampoo	23.7
Shortening	5.9
Tea	7.6

Male TV family heads were shown to be an even better potential for advertisers. In this case the relative difference between TV homes and non-TV homes was a substantial plus for the former, as follows:

After-shave lotion	33.8%
Beer	10.4
Cigarettes	3.3
Cola drinks	13.4
Gasoline	71.4
Hair tonic	41.3
Shaving cream	35.3

Brands were divided into three major groups in the sales effectiveness portion of the study—products with shows which went on during the summer, those with winter shows which stayed on during the summer and those which took a hiatus from TV advertising during the summer.

For each brand, data were obtained on past-month purchases both by viewers of the program and by people who had not seen the program in the past three months. Purchases of program viewers were then compared with those of "carefully matched non-viewers."

Results for 31 stay-on brands: "on the average, 16.8% of the program viewers bought these brands; 13.2% of the matched non-viewers. The difference is 3.2 extra customers for every 100 viewers—or a relative customers difference of 23.5%."

Results for 21 "new" (programs started after May, 1951) summer brands: 11.5% of the program viewers bought them and 8.2% of the matched non-viewers. "The difference of 3.3 represents a relative sales difference of 40.2%."

To find out what happened to an advertiser's sales who went off for the summer, NBC compared sales to TV owners and non-owners for brands which were on both in January and August and for brands which were on in January and off in August. The report continues:

"In January the average stay-on brand showed a 20% higher sales level among TV homes compared to non-TV homes. By August the difference in sales level had risen to 37%."

On the other hand, 16 brands—on TV in January and not on in August—studied had a sales difference between TV owners and non-owners of 14% in January. By August, the difference had shrunk to 10%.

Lukens Steel Boosts Dalzell
Lukens Steel Co., Coatesville, Pa., has promoted Richard W. Dalzell, manager of commercial research, to assistant manager of market development.

Dell, Macfadden, Fawcett to Carry Darrow's Ad Page

New York, March 5—Three competing magazine publishers—Dell, Fawcett and Macfadden—have agreed to carry a new editorialized advertising feature called "Dorothy Darrow's Bulletin Board."

The "unprecedented cooperative venture" was announced by Edward J. Darragh, president of the newly formed Dorothy Darrow Inc. Mr. Darragh said the ad column will appear, beginning next September, in 11 magazines with a combined circulation of 11,151,997 (ABC guarantee: 10,100,000).

Participating magazines—to be known as the Young Women's Unit—are:

Dell Modern Group: *Modern Romances, Modern Screen, Screen Stories*; Fawcett: *True Confessions, Motion Picture*; and Macfadden: *True Story, True Romance, Photoplay, True Experience, True Love Story and Radio-TV Mirror*.

Mr. Darragh said the "Bulletin Board" will fill a page. The limit is six advertisers, with each getting an average of 35 lines of copy plus a line cut. He's aiming for three toiletries advertisers, two food and one household or appliance. By January he expects he may expand "Bulletin Board" to fill two b&w pages in each magazine.

Advertisers may take either six or 12 insertions. Cost per insertion for six times will be \$5,205—total \$31,230. Cost per insertion for 12 times will be \$4,815—total \$57,780. Cancellations will not be acceptable until the minimum number of insertions (six) has appeared, unless an acceptable substitute advertiser is available.

Mr. Darragh, last with the Topics Publishing Co. and with Macfadden 25 years ago, said this is the first time it has been possible to obtain the cooperation of competing magazine publishers in a joint listing.

He said Darrow Corp. was officially formed on March 3 and that arrangements to carry the ad feature in the three magazine groups were completed a week ago. Darrow Corp. is located at 40 E. 49th St.

Anitole Named Sales V. P.
Nicholas G. Anitole, formerly v. p. and sales manager of Ostby and Barton Co., Providence ring manufacturer, has been appointed v. p. in charge of sales for Taunton Pearl Works, Taunton, Mass., maker of Mother of Pearl jewelry. The company plans a heavy ad and sales promotion campaign soon. Daniel F. Sullivan Co., Boston, is the agency.

Armstrong Outlines Behavior Research

(Continued from Page 1) ing with psychologists, sociologists and cultural anthropologists in developing its techniques in the psychological field, and actually has been able to find a way to pre-test advertising, with the aid of these new methods, so as to develop an accurate measurement of its sales impact.

This factor is called "relative sales conviction"—a term new to the advertising and research business. Its importance lies in the fact that it correlates readership with sales effectiveness, thus answering the perennial question of the advertiser confronted only with comparative readership figures, "Yes, this is a good ad from the standpoint of attracting readers, but will it sell?"

Mr. Armstrong presented a number of comparisons of ads which had been measured for relative sales conviction, and showed that the pre-test figures checked with the sales results reported by advertisers. In some cases, where mail order results were the objective, as in the case of fund-raising campaigns using couponed advertisements, returns were almost exactly what the study of relative sales conviction indicated they would be.

These figures are not intended to measure actual sales results of various advertisements, but only to compare the relative results. Thus it can be predicted with assurance that one advertisement would have as much as ten times the effectiveness of another, based on relative sales conviction figures, and the actual sales tally so closely as to demonstrate the accuracy of the research technique.

In order to show how it worked on a problem, he outlined the agency's investigation of the question: Why do regular drinkers drink?

In the first place, he said, depth interviews showed that people drink primarily for effect and, less importantly, for social reasons. But there was no indication of the kinds of effects people desired.

McCann-Erickson then figured that if people drink for effect, drinkers must undergo a personality change. Thus it was unlikely that drinkers could report the drinking motivations (and the personality change) in a sober interview situation.

Therefore, depth interviews were conducted in a drinking situation. Part of the research involved the Szondi test, both before the subject started drinking, and after he had had enough drinks to experience an effect.

(For the benefit of the admen, Mr. Armstrong explained that the test is the work of Dr. Emanuel Szondi, a Hungarian psychiatrist. The test depends on the subject's emotional reaction to a set of passport-type photographs. The respondent is asked to tell which of the persons pictured he would most like to have as a train companion and which he would least like to have.)

Each of the pictures represents an extreme degree of some form of insanity. Szondi believes that all of us contain—in varying degrees—all of these personality characteristics. By indicating most-liked and least-liked choices eight times, to eight sets of pictures, the respondent sets up a reaction pattern.

All of the respondents in the McCann-Erickson test were regular drinkers (cocktails or high-

balls at lunch or dinner at least three times a week).

Here are some of the results: The popular excuse "that drinking helps drinkers enjoy their social relationships" was shattered. About half really meant it—they liked their friends better, and projected themselves into party scenes.

The other half showed clearly that alcohol was a means of retreat and they could never project into an ad portraying a social situation.

As for the most important group, those who drank for effect:

First, a number of people were found who enjoy positive effects from drinking. They feel better. They are often shy, don't feel worthy of attention, and are conscious of "smarter" and "better educated" people. Drinking makes them more sure of themselves, and they enjoy themselves more.

Second, the tests turned up a group on which drinking has mixed effects—both positive and negative. A frustrated man, feeling the world has short-changed him, continues to have the feeling of frustration when he drinks, but sometimes he also becomes able to think independently and to use his creative ability. As he says, he is "much brighter" than when sober.

Finally, the researchers found a third group in which drinking produces an intensification of their problems. People in this group sometimes have desires which are forbidden or taboo in our society and drinking intensifies them. They enjoy temporary license; they do things they normally will not do, and afterward don't recall having done them.

McCann-Erickson also found that the types of effects correlate with the amount of drinking that the drinkers do.

Light drinkers most frequently are found in the group which experiences negative effects—some 50% in this category are light drinkers. The proportion of light drinkers drops to 33% among people who experience positive effects only, and drops to 17% among those for whom drinking produces mixed effects.

The results, projected to advertising, indicate:

1. That an appeal to heavy drinkers should be more effective than an appeal to light drinkers (people who don't drink more because their personality problems tend to become intensified with the release of hard liquor).

2. Market research shows that this group of heavy drinkers, although a minority in numbers, actually consumes 80% of all hard liquor sold.

3. The heavy drinkers are effect conscious but, since drinking produces mixed results, advertising would not be too effective by merely implying positive effects. The effectiveness of ads can be increased most readily by utilizing another finding—that drinkers tend to associate the easily observable taste characteristics of various types of liquor with their effectiveness.

4. Thus, McCann decided that its brand should feature a taste promise which had an effect connotation, and that it should be promoted for the types of drinks popular among heavy drinkers.

Englehart Joins Broyles Co.
Paul Englehart, formerly advertising and sales manager of RoCon Inc., Denver, has joined Galen E. Broyles Co., Denver agency.

Frozen Food Industry Has Joyful Meeting

(Continued from Page 1) frozen juice concentrates. Although this group makes up only 5% of the total number of packers, it accounted for more than 20% of total sales volume in frozen foods.

Many new frozen products are scheduled to bow this year, according to a survey by *Quick Frozen Foods*. These include "pink lemonade," lobster a la Newburg, a line of frozen soups, coconut, orange, sponge and lemon puddings, dover sole, Scotch kippered herrings, borscht, mashed potatoes, pineapple concentrate and Italian lasagna.

"The day of the blood-stained butcher block is becoming a thing of the past," declares E. W. Williams, publisher of *Quick Frozen Foods*. "Frozen meats, neatly packaged and clearly marked with the weight and price and identified by brand, are coming and within five to seven years most meats should be sold in frozen form."

With all this progress, the industry has its problems. Chief among these is the "cabinet bottleneck," which spokesmen label "the principal obstacle in the path of increased frozen food volume." Frozen food display units have not kept pace with consumer demand and the industry has some startling statistics to back this claim. The figures show that if all home freezers in use were packed to capacity, there would not be any frozen food supplies left for retailers.

Another factor—which was bound to develop—is the emergence of chain store labels. In 1951 some chains began buying direct from packers so that they could

use their own label. This of course put the squeeze on the distributor. Alvin W. Langfield, Oakland, Cal., president of the National Wholesale Frozen Food Distributors, said his members are ready to meet this competition. He told a convention press meeting that the distributors will show that their operation is the most economical.

The frozen food people still are battling the canning industry and fresh produce, although most think they have this problem licked. Indications that this fight is still waxing furiously came from a recent meeting in Cleveland.

A merger was effected there of the National League of Wholesale Fresh Fruit and Vegetable Distributors and the United Fresh Fruit and Vegetable Assn. The combined group is expected to launch a national advertising campaign to fight the inroads made by frozen foods in sales of members.

Such a campaign was originally suggested by Hugh Davern, v.p. in charge of merchandising for Grand Union Co., large East Coast retail chain. Regarding Mr. Davern's proposal, *Frosted Food Field* called it "a clear case of discrimination" by a retailer "attempting to bolster the fresh produce department at the expense of the frozen food department."

Retailers in general took a verbal beating at the frozen food convention. Some of the charges leveled at the dealer were:

1. He is apathetic about putting in more freezer space.
2. He neglects the frozen food department.
3. He harms quality of frozen foods by not storing them immediately in zero-degree compartments.

The difficulty with retailers has resulted in a rash of organizations supplying consumers directly. However, the major packers and distributors are by no means ready to give up on the retailer—not when they face the fact that chains alone account for more than 50% of frozen food sales.

The answer given by most industry leaders is more aggressive merchandising to cultivate the retailer. John M. Fox, youthful president of Minute Maid Corp., suggests that the industry back more research studies to show the retailer the higher profit per cubic feet delivered by freezer departments. Such a study was conducted in Providence, R. I., he said, and results showed that frozen foods have 52 turns a year, compared to every 24 hours for milk and bread and 10 to 15 turns for cans.

A more basic suggestion came from Benjamin Wood, v.p. of William Esty Co. The agency executive told the frozen food people that they have to get back to the bare rudiments of selling. Mr. Wood urged that frozen food salesmen be trained to tell retailers a good story in 60 seconds because that is all the selling time they really have.

He also said that selling to big chains requires personal contact with at least four men for maximum results. He named the four men to see as the buyer, merchandising manager, advertising manager and supervisor.

Point of sale was a major discussion topic at the convention. There is great dissatisfaction with display of frozen foods. In 1952 more attention will be paid to visible merchandising fixtures.

A tremendous amount of consumer and product research is going on in the frozen foods field. Lengthy surveys of consumer attitudes were presented at the convention and there were a number of reports on freezing practices.



THESE ARE JUST A FEW—Hundreds and hundreds of companies have begun to advertise their lines. As these ads and labels have gone into the frozen food business. And more and more show, the variety offered begins to seem endless.

McDevitt Co. Appoints McFadden, Skelly First V. P.s
George A. McDevitt Co., New York, publishers' representative, has named the first v.p.s the company has had since it was organized in 1915. They are: Francis P. McFadden, a member of the sales



John Skelly F. P. McFadden

staff, who was also appointed sales manager, and John F. Skelly, manager of the Philadelphia office.

Mr. McFadden joined the McDevitt Co. in 1931 and Mr. Skelly in 1935.

Ednalite to Kameny
Ednalite Optical Co., Peekskill, N. Y., has appointed Seymour Kameny Associates, New York, to handle its advertising, merchandising and publicity. Ednalite makes a line of filters, lenses and other precision optical products.

Berolio Expands Budget
Berolio Import Co., New York, importer of Filippo Berio olive oil, has announced an increased 1952 advertising budget. In addition to an expanded radio and outdoor campaign in Boston, Chicago, New York and Philadelphia, television has been added to the schedule. First program is a participation on "Video Chef," WPIX, New York. Emil Mogul Co., New York, is the agency.

FC&B Appoints Schmitt
Max F. Schmitt, formerly an account executive for J. Walter Thompson Co., New York, has been appointed an account executive in the New York office of Foote, Cone & Belding.

Wickstrom Elected a V. P.
Carl C. Wickstrom, with the agency since 1939, has been elected a v.p. of Ringer & Associates, Los Angeles agency.

DeNike Manages Traffic Dept.
Don DeNike has been appointed to head the traffic department for the Toronto office of Ronalds Advertising.

EXTRA
Photos in advertising out-pull line or wash drawings by almost 50%. Adv. Research Fdn. survey proves. Write for Proofbook 1-A of copy-stimulating photos available SINGLY or money-saving subscription plans.
EYE-CATCHERS, Inc.
207 E. 37th St., N. Y. City 16

.....are you a bank?
AMERICAN TRUST COMPANY AND OTHER BANKS WHO SERVICE THIS COUNTRY'S \$15 BILLION DOLLAR FOREIGN TRADE BUSINESS, REACH U.S. FIRMS ENGAGED IN EXPORT WITH THEIR ADVERTISING IN THE OLDEST WEEKLY IN THE FIELD:

EXPORT TRADE and SHIPPER

20 VESEY ST. NEW YORK 7
* for coverage of U. S. export management

WATERLOO DAILY COURIER

First

AMONG IOWA DAILIES IN LOCAL FOOD ADVERTISING LINEAGE FOR 1951

1,586,375 LINES

... Only the Courier does a first class selling and merchandising job in Iowa's greatest agricultural industrial market—Waterloo and big, rich, 16—County area!

Contracts the Courier today—direct or through their National Representatives.

* Lineage run by regular food advertisers.

Waterloo Daily Courier
WATERLOO, IOWA

Frozen Food Assn. Bypasses Dealer; Freezer Owners Buy Package Plan

(Continued from Page 3)

beating of this drum is one of FOA's main themes. Authorities are cited to back the claim that frozen foods are healthier because they are packed fresh and retain vitamin value. On his program, Mr. Fredericks expands on this line and proposes a model diet. He hammers away at fatty foods, stating flatly: "I am an enemy of white sugar and a militant foe of white bread or any other over-processed, over-refined, emasculated food."

■ The over-all FOA program incorporates Mr. Fredericks' proposals. Members are sent a monthly eight-page bulletin which is packed with nutrition news. In its sales presentations, FOA tells packers and distributors about undernourished Americans, quoting from government statistics to prove its point.

To handle the Fredericks program, FOA has set up a separate division—Frozen Foods Advertising Inc., 11 W. 42nd St., New York. The first 15 minutes of the program are devoted to the FOA plan. The second 15 minutes can be bought by local food packers or distributors.

The FOA agency is Maury, Lee & Marshall, New York. Maury Bergman, agency owner, told AA at the frozen food convention here that radio has proved the most profitable medium for FOA. He said that 25,000 leads were received during the first month of the Fredericks program and the average now is 1,000 per month.

■ Mr. Bergman envisions a time when frozen food consumption in the nation will rise from the present 3% to 81%. He pointed out that even now the combined storage space of the 3,900,000 home freezers in use exceeds the capacity of all frozen food locker plants.

The agency head said the big obstacle right now for FOA as well as the industry is getting more space for freezers. Mr. Bergman noted that farmers have for a long time consumed large por-

tions of frozen meats. However, in urban centers there is a problem of finding space in small apartments for the freezers. The units sold through FOA have at least a 12-cubic-foot capacity.

■ The association found a way to get around this roadblock in a 65-apartment Columbia University Development House in New York. What it did was to install 15 frozen food lockers in the building basement. The freezers serve 15 faculty families and more units will be added at request of tenants. The FOA tenants can order food by mail, telephone or simply by leaving the order in their individual lockers. Bonded FOA drivers pick up and deliver orders. Members are billed weekly or monthly as they prefer. Mr. Bess

said plans are under way to extend the system to other cities.

■ Freezer manufacturers connected with FOA include Amana Refrigeration Inc., Freshmaster Corp., Schaefer Inc. and United Refrigeration.

When it expanded nationally, FOA signed up the Western Meat Co., Miami, meat supplier for hotels, restaurants and other insti-

tutions.

As yet, major frozen food packers have shied away from any direct distribution system, despite their admission that they have had great difficulties with retailers. FOA still has been able to secure national brand products such as Crosse & Blackwell and Mr. Bergman said it is only a matter of time before the industry realizes that the old retail operation is

outmoded.

While the FOA program has been stressing "New Way of Life," the big pitch in the other freezer-food plans has been "get your own freezer at no extra cost." The gimmick is that the consumer is supposed to save enough on the food to cover the cost of a freezer. This is rarely made clear in the newspaper and TV ads run in Chicago and on the West Coast.



Agency: Gardner Advertising Company

peak season push

Robert J. Piggott, Advertising Manager of Grove Laboratories, says, "Car cards play an integral part in the Bromo Quinine Cold Tablet advertising campaign during the peak cold tablet season in the major U. S. markets year after year."

Loomis Advertising Co.
506 Olive St.
St. Louis 1, Mo.

how many "half" salesmen" on your force?



If the Men Selling Your Products don't know how you're advertising and why, both men and ads are earning only half their pay.

We have a way to change your 50% salesmen and 50% ads to 100% sell... a way that's guaranteed to make your field sales forces sit up and take notice... a way that's been used—and praised to the skies—by some of the very biggest advertisers in such fields as canned goods, soap and soft drinks.

It's As Simple As This:

You are running or have scheduled a newspaper campaign. You tell us you want to give it an extra strong push among your sales forces. We cooperate in arranging showings, at national or district sales meetings, of the color slide show... "HOW YOU CAN CASH IN ON THE GREATEST SHOW ON EARTH"... the most powerful salesman-pepper-upper this side of a 200% bonus.

If you want to do a real job of selling your advertising and sales program to the men who sell your goods, have yourself a look at "The Greatest Show" and see what it can do for you. Call or write today!



ECONOMICS—A DULL SUBJECT WHICH CAN SPARKLE WITH LIFE

See Our March 19 Issue On Distribution, and How the Editorial and Advertising Pages Supplement Each Other

YOUR ADVERTISING SPEAKS LOUDEST IN THE QUIET OF THE CLASSROOM...

SCHOLASTIC MAGAZINES

Reaching 1,000,000 Student Subscribers Weekly in the Junior and Senior High Schools

with Youth... first impressions last!

BUREAU OF ADVERTISING

American Newspaper Publishers Association • 570 Lexington Ave., New York 22—Plaza 9-6262 • 360 N. Michigan Ave., Chicago 1—State 2-8681 • 240 Montgomery St., San Francisco 4—EXbrook 2-8530

Despite New Code, TV Commercials Continue to Exceed the Time Limits

(Continued from Page 1)

3. Many programs made excessive use of the sponsor's name or product. In one instance—a boxing match sponsored by Pabst Blue Ribbon beer—not only were the regular commercials over the prescribed limit, but the sponsor's name also was mentioned 16 times and flashed on the screen an additional 14 times.

■ (In addition to setting up recommended time standards for regular commercials, the new code also states: "Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trademark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. 'On camera' shots of such materials should be fleeting, not too frequent, and mindful of the need for maintaining a proper program bal-

ance.")

Other shows earlier in the week ran overtime on commercials. Red Skelton's show (NBC) gave 3:25 seconds in a half-hour to Tide and Camay (plus a couple of free plugs to other companies); Goodyear's Television Playhouse (NBC) in one hour gave more than seven minutes to straight selling and its name was shown or spoken often enough to bring the total to 8 minutes 35 seconds; Westinghouse's Studio One (CBS) ran half a minute overtime on the sales message; Milton Berle on NBC ribbed a Texaco commercial, building the total for the sponsor to ten minutes; Armstrong Circle Theater (NBC) ran more than 1½ minutes too long; the Stopette show on CBS kept within limits in its half-hour but cameras kept the product name in view an extra 2 minutes 24 seconds.

■ What, if anything, do the stations intend to do about excessively long commercials? AA asked representatives of all four Chicago TV stations and got answers from three.

Jules Herbuveaux, director of operations for WNBQ, said he was surprised to hear of any code violations on commercial time limits.

"We are subscribing to the code completely," he said, "and will continue to enforce the rules."

On occasion, a show will run over, he added, but if it continues to happen WNBQ will consult with the client to see that it is ironed out.

James Pollak, program director of WENR-TV, told AA that the station was not "taking any drastic steps. We will try to stay within confluence of the code, but will proceed logically and slowly."

He indicated that it was difficult to tell a client who has been on the station for a long time to cut his time drastically.

■ An unofficial spokesman for WGN-TV said that the station was "living up to all conditions set up by the code—except the one applying to standards for commercials."

(Neither WGN-TV nor WBKB have subscribed to the code as yet;

WNBQ and WENR-TV have.)

Nathan Perlestein, ad manager of Pabst Brewing Co., asked AA to write him a letter before he would state facts concerning commercials. However, when told that the commercials on the Pabst Wednesday night boxing program were in excess of the standards, he said: "You can't tell how long a fight will run."

■ The Toni Co. said it is keeping commercials within limits of its own accord—it knows about the code, and observes it. However, Toni pointed out, control isn't always possible with Arthur Godfrey, who works without a prepared script. Sometimes a Godfrey commercial is way over the limit and at others it amounts to virtually nothing, Toni says. (Toni's commercials ran 1¼ minutes too long Wednesday.)

By Friday morning (March 7) NARTB reported that it had not as yet received any complaints about code violations. But even if it did, it wouldn't announce them until its Review Board acts on them, the association said. Once this board gets going it plans to issue a regular monthly report on its actions.

■ The National Assn. of Radio & TV Station Representatives has suggested to the NARTB television code committee that a provision be inserted prohibiting dual or multiple sponsored announcements (cooperative sponsorship of a one-minute spot or less by two different advertisers).

In New York, a spokesman for the American Broadcasting Co. pointed out that the code is based in large measure on network standards. He said ABC had not formally notified its agencies or advertisers of the activation of the standards. He had no doubt that ABC salesmen had discussed it with clients and that everybody is aware of the code.

"After all, it's up to NARTB to promote it," he suggested. However, ABC will send a little note on the code to agencies and advertisers at a later date, he added.

■ NBC-TV from its inception has had its own commercial standards for video, which it carried over from radio. These are basically the same as those set up by NARTB.

The network clocks all commercials, and at the end of every month summarizes times in a letter to each agency involved. If the shows haven't exceeded the limit, NBC-TV thanks the agency. If they have, and it's excessive, the agencies are asked to correct the situation. And they generally do, the network says.

In some cases—like where the commercials are on the film and already made—the network may "have to bear with" the agency for a while before the commercials are brought into line, NBC-TV says.

Integrated commercials are broken down by the network. Those portions that, in its opinion, are entertainment *per se* are not counted; the clocking starts when the lead-in to the actual pitch for the product begins.

A station or a network cannot discipline a sponsor, of course—either legally or under the code—until it can get out of its current contracts. These usually are on a 13-week basis.

■ CBS-TV has sent a letter to its clients notifying them that the network is now a subscriber to the NARTB code, and reminding them that they will be expected to comply with its provisions. CBS salesmen have been briefed in staff meetings so that they will be able to acquaint potential advertisers with the code's provisions.

The network is allowing a reasonable time for sponsors to bring

things into line with the code—especially in the case of film, which can't be changed in a few days. The network's continuity department clocks commercials and notifies clients the next day when there are obvious infractions.

DuMont has informed agencies and advertisers of the code and its provisions by letter.

WOR-TV, New York, says it has not issued a formal notification to advertisers, figuring that they already know about the code. All of the station's producers have copies of it, WOR-TV says.

■ Primary commercials occupied about 8% of total program time on New York's seven TV stations in a recent survey made by the National Assn. of Educational Broadcasters. The study was made under a grant from the Ford Foundation and was conducted by Dr. Dallas W. Smythe of the University of Illinois.

The association reported some difficulty, however, in measuring secondary commercials—those that are introduced into the dances, skits, stunts, contests and other so-called "entertainment" portions of the show. The big problem in measuring these is determining where they start and where they stop.

A "substantial" volume of such secondary advertising was monitored in the study, but tabulations were not completed in time for inclusion in the association's preliminary report.

FRANK ORME BLASTS NEW NARTB TV CODE

PALO ALTO, March 7—A majority of the nation's 108 television stations flashed the "Seal of Good Practice" on their screens last Saturday. But an industry critic here declared it was nothing to "cheer about."

Speaking at the Western Radio and Television Conference held on the Stanford University campus, Frank Orme, editor of *TV News-magazine*, Hollywood, insisted the new TV code put into effect today would surely fail.

"The broadcasters have struck themselves a medal and we are expected to applaud while they pin it on their chests. I think we ought to keep our hands in our pockets. Let them sweat this one out themselves. Or let them completely revise this code and its operational procedures into something that is not fore-doomed."

■ Some 250 western educators, Judge Justin Miller, chairman of the NARTB, and other broadcasting industry representatives listened as Mr. Orme presented his challenging indictment of the new code.

Before he opened up with his barrage of criticism, five of these broadcasting leaders had taken the floor to praise television's efforts at bringing maturity to the "terrible infant" they harbored.

They were Paul Speegle, program director of KNBC, San Francisco; Dwight Newton, radio-TV columnist for the *San Francisco Examiner*; Harold See, station manager of KRON-TV, San Francisco; Maury Baker, radio and TV director for Batten, Barton, Durstine & Osborn, San Francisco, and Judge Miller.

■ Mr. Orme's speech came as an unexpected blow after Judge Miller had explained the highlights of the code to the conference audience.

He hit primarily at the five-member code review board.

He called the board "a vice squad which is completely inadequate to carry out even a small percentage of the duties assigned it."

Mr. Orme pointed out that "these censors will sit in judgment

over programs of all types. They will determine what is proper in the presentation of advertising and what is proper in the presentation of various parts of the human anatomy.

■ "The censorship jury is composed entirely of individuals directly concerned, financially, with the programs they will judge. Each has from one to four contracts to televise programs furnished by the networks. They can discriminate against any station, against business competition, or against natural rivals for control of program production.

"The code provides the NARTB with the opportunity to submerge any complaints in a well of secrecy which could stifle public criticism of program content..."

Mr. Orme further blasted the review board by pointing out that "all except two members live in a city where the only station in operation is the one directly under his personal control. They are not able to see programs regularly

Which mower had more pull?

Reo knows the answer but it may surprise you

Identical mowers . . . pictured in identical ads. But one ad pulled three times as hard, because Reo put it in *Parade*, America's best-read Sunday magazine.



Want proof? Reo's ad in *Parade* got 607 readers for every advertising dollar spent, compared with 198 readers per dollar in another national weekly.

It's an old story! In the past 3½ years, *Parade* has led in readers per dollar for 651 of all 670 identical ads seen also in weekly and monthly magazines.



The difference? Smart editing. Surveys show *Parade* consistently tops all other magazines in readership. And *Parade*'s circulation is 5 million strong . . . with 20% or more family coverage in 2000 rich markets.

Want to put more pull into your advertising?

Move into

parade

CHICAGO
There is Really Only One Address
The AMBASSADOR
Hotels—East & West

Relaxed Comfort, Charming Decor
Television and Radio
The World Famous
Pump Room
and THE BUTTERY
Frank Baring, Chairman
James A. Hart, President
Eugene Barrett, V.P.
North State Parkway
at Goethe
Chicago 10, Illinois

Efficient Management
SKILLED AND
WELL INFORMED
PERSONNEL *

*From the president down through sales representatives, service men and shop key men, there exists a keen understanding of engraving reproduction and methods plus the printing processes in which they will be used.

DOT

Engravers, Inc.

Beautiful Color Work • Outstanding Black & White

600 W. Van Buren Street, Chicago 7

Telephone STate 2-5367

except those under their own control."

Of the 108 TV stations in the country, Mr. Orme said, only eight are within viewing range of the review board members. Not one member lives within viewing distance of a major program production center, he pointed out.

Comparison of the TV code to the motion picture code is impossible, according to Mr. Orme.

"Film censors review not more than 400 pictures a year. The part-time TV review board will police a volume of programs a thousand times greater. Film censors have a code which, compared to the TV code, is as precise as the Ten Commandments."

Mr. Orme declared that the NARTB, in its effort to sidestep public criticism and possible congressional action, had created a code of censorship "which goes far beyond the proper scope of any censorship action."

The code's termination of contracts clause also came in for a healthy rap from Mr. Orme.

"This clause boldly provides for a station to display the seal for as long as 12 months, even while the station is televising one, three or a dozen programs which violate the standards set forth in the code."

According to Mr. Orme, the main purpose of the code should be to protect the public by establishing minimum program standards so that Americans can accept TV into their homes without opening them to degrading or otherwise harmful influences and "without turning their living rooms into a huckster's paradise."

Instead, he declared, the code combines a creed with censorship regulations. "It assumes the right of the NARTB as a trade association to make policy decisions in the name of the public. It establishes punitive powers in a jury selected in a way which is directly opposite to the American system of fair play and freedom."

In reply to Mr. Orme's charges, Judge Miller told AA that the points were ones which had all come up during committee hearings on the code's formulation.

"The code is an honest and perfectly sincere piece of work," Judge Miller declared.

He intimated that Mr. Orme was representing the viewpoint of a disgruntled minority group of broadcasters opposed to the code's adoption.

"As far as Mr. Orme's charges about the code review board are concerned," Judge Miller commented, "it should be pointed out that we are merely acting as all professional organizations do in



FIRST NATIONAL—Armour & Co., Chicago, is running this full-page color ad in the March 10 Life for its Miss Wisconsin cheese. This marks the start of national advertising for the product. Foote, Cone & Belding, Chicago, is handling the drive.

setting up a group of our members to serve as a self-regulating body."

As far as advertisers are concerned, the code comes as a "welcome guide to programming," according to Mr. Baker of BBDO.

"Our only concern is that the broadcasters will hairline some of the clauses or interpret them wrongly," he pointed out.

Mr. Baker expressed the hope that interpretation of the code will recognize that certain late hours should be "adult viewing" time and that programs designed for adult consumption during these periods not be hamstrung by over-amplification of the code.

THOMAS HODGE

CHICAGO, March 6—Thomas Hodge, 50, production manager of Buchen Co., died here yesterday. He had been with the agency for 20 years.

Mr. Hodge, a native of Philadelphia, suffered a stroke two weeks ago and never recovered. He had come to Chicago 14 years ago when Buchen closed its Philadelphia office. He had been production manager there.

CBS and Mid-Continent to Run WTCN-TV, WCCO

Columbia Broadcasting System has arranged to buy 47% of WTCN-TV, Minneapolis, from Mid-Continent Radio-Television. It will sell 53% of WCCO to Mid-Continent, which will sell WTCN if the FCC approves the arrangement. A new company will operate both WTCN-TV and WCCO.

Appoints Gray & Rogers

Huck-Gerhardt Co., Philadelphia manufacturer of Wel-Bilt overhead operating doors, has appointed Gray & Rogers, Philadelphia, to handle its advertising.

Private Lines

"What may turn out to be the most important work by a newspaper," says Frank Knight of the Charleston Gazette, secretary of National Newspaper Promotion Assn., is this:

Douglas Cornette, NNPA v.p., has stepped down as promotion manager of the Courier-Journal and Louisville Times to devote himself to a "comprehensive economic survey of the entire [Louisville] territory with particular references to population changes incident to industrial expansion, the impact of television upon newspaper readership and other factors which influence reading or living habits." Could be.

It's not often that auto manufacturers change agencies. Most

have not made a single change in 15 years. Several picked new agencies in 1944, as war ended. Packard and Kaiser-Frazer were the most recent to make the big change. Who's next? Maybe Dodge. Ruthrauff & Ryan has handled this account for about 20 years, but AA understands that four or five agencies have been invited to make presentations. Not only that—one, it is said, has declined the bid.

Another more-than-rumor report: International Harvester will place its refrigerator advertising through some agency other than Aubrey, Finlay, Marley & Hodgson come late spring. However, both IH and James T. Aubrey, chairman of the agency, vigorously deny this.

Last Minute News Flashes

European Travel Commission Plans Spring Drive

NEW YORK, March 7—The European Travel Commission will use full pages in travel editions of 12 to 15 newspapers, 50 foreign language newspapers, and seven travel magazines this spring to promote travel to Europe. The commission is composed of international air and sea carriers, travel agents and European hotel and railroad interests. Caples Co. is the agency.

New Ambassador Scotch Drive Set for April

NEW YORK, March 7—Quality Importers will break a new campaign on its Ambassador Scotch in about a month. The schedule calls for insertions twice a week in 45 newspapers in 24 cities, and 26 insertions in four consumer magazines. Monroe Greenthal Co. is the agency.

Griffin Succeeds Showerman; Other Late News

Lloyd Griffin, partner and v.p. of Free & Peters, New York, radio-TV station representative, has been named to head the company's TV operations following the resignation of I. E. (Chick) Showerman as national video sales manager.

Southwest Potash Corp., New York, a new advertiser, has named Erwin, Wasey & Co. to handle its advertising.

Glenn Gundell has been elected v.p. of National Dairy Products Corp., New York. He is director of advertising and sales promotion, and formerly was promotion manager of The Saturday Evening Post.

Jean R. Graef Inc., New York, has named Grey Advertising to handle its Girard-Perregaux watches and Angelus clocks. Graef formerly placed its advertising through N. W. Ayer & Son.

Total food store sales reached \$37.2 billion in 1951, according to Progressive Grocer's 13th annual survey, just released. This compares with \$33.2 billion in 1950, a gain of 12%. Chain grocery stores with 38.1% of '51 volume increased their sales \$1.4 billion, or 14%, for a total of \$11.5 billion. Independents, with 61.9% of '51 volume, increased their sales \$1.8 billion, or 11%, for a total of \$18.8 billion. Specialty stores gained 12% in sales, bringing their total to slightly more than \$6.8 billion. Retail food prices averaged 11.2% higher in '51 than in '50.

Robert T. Bartley was sworn in today as a new member of the Federal Communications Commission. Commissioner Rosel H. Hyde was elected FCC vice-chairman, succeeding Paul A. Walker, new chairman.

Northmore's, Chicago mail order company headed by Whitt N. Schultz, regular AA contributor, has appointed Christopher, Williams & Bridges to handle its advertising. Consumer publications and direct mail will be used.

The history and importance of American advertising will be told on ABC's radio documentary show, "The Great Adventure," Monday, March 9, at 7:30-8 p.m., EST.

House Committees' Fair Trade Bills Near Completion

WASHINGTON, March 6—The race to get fair trade legislation to the House floor reaches the final bottleneck next week.

Two bills, both binding non-signers to fair trade practices, may be considered by the rules committee Wednesday.

The interstate commerce committee sent out the McGuire bill last week and the judiciary committee will probably approve similar legislation Tuesday.

Fair trade forces are backing the McGuire bill since the judiciary committee bill has the following limitations:

1. The fair trade price must be a minimum rather than a stipulated price.
2. Retailers can ignore fair trade prices if manufacturers do not make "a reasonable effort" to stop price cutting by competing retailers.
3. Fair trade contracts must be between seller and maker, not distributor.
4. Retailers can cut prices in non-fair trade states.

Fair traders claim this last restriction will open the way to curtail mail order "raids" into fair trade areas.

Rep. Emmanuel Celler (D., N. Y.), judiciary committee chairman, said today that he will oppose fair trade legislation on the floor. He plans to offer substitute legislation which will punish companies selling below cost. (Editor's Note: For an unusual coincidence, see the editorial on Page 12.)

Rep. Celler also reported that the Budget Bureau, which speaks for the President, had disowned the pro fair trade stand made last week by Commerce Secretary Charles Sawyer.

Dowd Takes Over Burke Advertising

BOSTON, March 7—John C. Dowd Inc. has absorbed Burke Advertising Associates.

The Dowd agency takes over the account of R. G. Sullivan Co., Manchester, N. H., maker of 7-20-4 and Dexter cigars. Disposition of other Burke accounts was not known at press time.

John T. Burke, president and treasurer of the Burke agency, has been named v.p. of Dowd in charge of new business. Beatrice A. Clark, associated with the Sullivan account for 20 years, joins Dowd as associate account executive.

Sets Biggest Ad Budget

Eastern Corp., Bangor, Me., maker of sulphite pulp and business papers, will launch its biggest ad campaign this year. Beginning in April, ad copy featuring prominent sports figures selected by Grantland Rice will run in Business Week, The Saturday Evening Post, Time, U. S. News & World Report and trade publications. Sutherland-Abbott, Boston, is the agency.

Promotes Irving Luiten

Irving H. Luiten, a member of the public relations staff of Weyerhaeuser Timber Co., Tacoma, Wash., has been promoted to field representative in public relations. He will make his office in Portland, Ore. He succeeds Albert Arnst, who has been appointed editor of Timberman.

Keech Named Ad Manager

Mrs. Emily Keech, formerly assistant to the sales manager of Lit Bros., Philadelphia, has been appointed ad manager of Rucker-Rosanstock, Petersburg, Va., department store.

Appoints Owens Advertising

De Coursey Creamery Co., manufacturer and distributor of ice cream products, has appointed Merritt Owens Advertising, Kansas City, to direct its advertising.

Newspapers Hit Least by TV, 'Puck' Says

NEW YORK, March 6—What happens to other media when a TV set comes into the home? The answer: All media—except daily and Sunday newspapers—suffer a more severe loss of audience than previously reported.

This finding is part of "A Report on the Impact of Television in a Major Metropolitan Market" (the New York metropolitan region). The report was made public today by the plans-research-promotion department of Puck—The Comic Weekly.

Specifically, said the report, here's what happens to other media after TV gets into the home.

The radio audience declines by 48% and listening time is off 55%. The movie audience is off 24% and those still going to the movies do so only about half as often. The book audience falls off 17%, although the median number of books read by readers shows no change.

But, audiences for magazines go up 4%, daily newspaper audiences increase 5% and Sunday newspaper audiences bounce 5%. However, the reading time given magazines (Sundays only) is off 8% and reading times of the daily and Sunday newspapers are down 14% and 15%, respectively.

The "exposure" picture in TV homes also looks like this:

MEDIA	No Change	Less Exposure	Discontinued
Sunday paper reading	78%	19%	3%
Daily paper reading	68	30	2
Magazine reading	46	30	24
Book reading	25	16	48
Movies going	28	56	16
Radio listening	9	38	53

Over-all planning and administration of the study was done by the New York University workshop on the cartoon narrative.

"Nobody knows for sure the effects of television on the public of the other media," said Prof. Mills in an introductory note. "There are at least two possibilities:

"1. It may be, as many people now believe, that a new medium, competing with others, displaces them in the communication habits of the mass public. Or (2) it may be that this is not the case at all: that in fact, one medium acts as an audience builder for the others, and, far from competing with one another in the roster of listeners, readers and viewers, the several media complement one another.

"In this study, we have found out that the second of these possibilities is more generally the case. Of course, TV's effect varies greatly with the different media. In that connection we have found that the Sunday and daily newspaper is at this time and in this area the most complementary with and the least displaced by TV."

Exactly 1,069 respondents were interviewed for the study. The sample population selected for interviewing was drawn by the National Opinion Research Center, Chicago. Puck originated the project and made the necessary funds available.

The full study runs about 400 typewritten pages, including 19 chapters. The "report" presenting highlights is a 36-page brochure.

Michel-Cather Names Palace

Michel-Cather, New York City, has appointed P. F. Palace director of the publicity department. Mr. Palace has been in engineering and industrial promotion since 1938.

15% Fee Won't Last Too Long, Rubel Insists

(Continued from Page 3) and a reasonable profit, Mr. Rubel pointed out. "But agency people have attempted to adjust the cost to fit the selling price—the 15% commission.

"Agencies are beginning to realize that they must secure additional compensation in the many cases where the 15% commission is inadequate. The only way to determine the facts with exactitude is through individual client analysis.

"Until agencies have these figures and facts, they cannot know how much service to perform for each client and, in turn, the advertisers cannot know whether they are getting their money's worth."

Mr. Rubel said his firm recently completed a study finding an agency was losing \$75,000 a year on an advertiser that spent \$1,000,000.

An agency can afford to spend about half of its income from an account to perform the direct serv-



WINE TASTERS—At a recent wine-tasting held at Luchow's restaurant, Edmund Ridley of the J. D. Tarcher agency discusses coming plans with Hermann J. Herlet, export manager of Deinhard & Co., and Julian Levinson, advertising director of Julius Wile Sons & Co., American agent for Deinhard.

ices of counseling with the client and creating and developing the advertising, Mr. Rubel told his audience. The other half, he said, is needed to cover overhead and profit.

Lack of cost accounting causes "considerable tension" between the advertiser, who demands his full money's worth, and the agency, which curtails service as agency profits dwindle, Mr. Rubel said.

"In a few cases, agencies may know that some accounts are highly profitable, that some are incurring agency losses," he said, "but for the vast majority of accounts lying between the two extremes the agencies are left without exact facts."

Mr. Rubel said his experience in case after case proved that advertisers are willing to pay well for a good job. One agency serviced by his firm created a separate department to plan and produce sales promotion, advertising material, dealer helps, broadsides, catalogs, house organs and direct mail advertising.

The agency's expanded service benefited clients and increased the agency's volume by \$600,000 a year, he said, adding: "The little advertiser actually needs the agency even more than the big one. Big advertisers often have specialists in their companies who have experience with sales and advertising problems."

Mr. Rubel said advertisers should remember that an increase of 33 1/3% in the agency compensation only increases the advertiser's total expenditure by 5%. An advertiser that spends \$100,000 a year in commissionable media creates a commission income for its agency of \$15,000. By paying the agency an extra fee of \$5,000 the agency's income is increased by one-third, from \$15,000 to \$20,000, but the advertiser's total only goes from \$100,000 to \$105,000.

"For the additional fee, the agency can afford to perform much more intensive services for the client and it's likely that the quality of the advertising will increase immeasurably," Mr. Rubel said.

Agencies' profits before taxes, he said, average about 1 1/2% of the total volume of business transacted by them. He asked his audience to consider the "real sales" of an agency as consisting of the commissions and fees they receive for the services they perform.

"Then agency profits should be measured in a ratio to these instead of measuring profits in proportion to the cost of advertising media and materials purchased for clients," Mr. Rubel asserted.

"Measuring this way, we find agency profits before taxes are about 10% of real sales," Mr. Rubel said.

He illustrated by pointing out that an agency transacting a client's business amounting to \$1,000,000 has real sales of \$150,000, with 10% amounting to \$15,000, an amount usually fair for sales of professional services, including those of architects.

"But the agency is entitled to a greater profit than other professionals because its risk (unlike the architect's) is greater," Mr. Rubel said. "The architect who places contracts for owners is not responsible for paying the contractor... If the advertiser can't pay, the agency loses its commission and, in addition, the cost of the client's space and time."

Mr. Rubel said the agency business is "difficult" because only 2,137 national advertisers spend more than \$25,000 a year, whereas "experts have said it requires a \$250,000 expenditure in advertising media to be a national advertiser."

Every advertiser competes with all advertisers for the consumer dollar, he continued. Perhaps the adequacy and effectiveness of the advertising message is even more important to the small advertiser than it is to the advertiser who spends \$1,000,000 a year.

"But the experts say that to influence a sufficient number of consumers throughout the country to support national distribution, you must spend \$250,000 in newspapers, radio, magazines, television

National Nielsen-Ratings of Top TV Shows Two Weeks Ending Feb. 9, 1952

All figures copyright by A. C. Nielsen Co.

Rank	Total Homes Reached* (000)	Program	Rank	Program Popularity* Program	Current Rating (%)
1	8,481	I Love Lucy (CBS, Philip Morris)	1	Arthur Godfrey's Scouts (CBS, Lever-Lipton)	62.0
2	8,235	Texaco Star Theater (NBC)	2	I Love Lucy (CBS, Philip Morris)	56.5
3	7,760	Red Skelton (NBC, P&G)	3	Arthur Godfrey & Friends (CBS, Liggett & Myers)	53.7
4	7,677	Arthur Godfrey & Friends (CBS, Liggett & Myers)	4	Texaco Star Theater (NBC)	53.4
5	7,298	Fireside Theater (NBC, P&G)	5	Red Skelton (NBC, P&G)	52.2
6	7,129	Your Show of Shows (NBC, Reynolds Tobacco)	6	Arthur Godfrey & Friends (CBS, Tom-Gillette)	49.4
7	7,108	Arthur Godfrey & Friends (CBS, Tom-Gillette)	7	Your Show of Shows (NBC, Reynolds Tobacco)	48.4
8	7,100	You Bet Your Life (NBC, DeSoto-Plymouth)	8	Arthur Godfrey & Friends (CBS, Pillsbury Mills)	47.7
9	6,730	Your Show of Shows (NBC, Particip.)	9	Fireside Theater (NBC, P&G)	47.6
10	6,680	Arthur Godfrey & Friends (CBS, Pillsbury Mills)	10	Your Show of Shows (NBC, Particip.)	47.1

*Per cent of homes reached in areas where program was televised.

National Nielsen-Ratings of Top Radio Shows Week of Jan. 20-26, 1952

All figures copyright by A. C. Nielsen Co.

CURRENT RANK	PROGRAMS	HOMES (000)	CURRENT RATING
EVENING, ONCE-A-WEEK (AVERAGE FOR ALL PROGRAMS) (3,167) (7.4)			
1	Jack Benny (CBS, American Tobacco)	6,762	15.8
2	Amos 'n' Andy (CBS, Rexall)	6,377	14.9
3	Lux Radio Theater (CBS, Lever Bros.)	6,334	14.8
4	Charlie McCarthy Show (CBS, Coca-Cola)	5,607	13.1
5	People Are Funny (CBS, Mars)	5,564	13.0
6	Suspense (CBS, Auto-Lite)	5,136	12.0
7	Our Miss Brooks (CBS, Colgate)	4,836	11.3
8	Arthur Godfrey's Scouts (CBS, Lever-Lipton)	4,665	10.9
9	Bob Hawk (CBS, Reynolds Tobacco)	4,622	10.8
10	Fibber McGee & Molly (NBC, Pet Milk)	4,580	10.7
EVENING, MULTI-WEEKLY (AVERAGE FOR ALL PROGRAMS) (2,054) (4.8)			
1	Beulah (CBS, P&G)	3,253	7.6
2	One Man's Family (NBC, Miles Labs)	3,210	7.5
3	News of the World (NBC, Miles Labs)	3,167	7.4
WEEKDAY (AVERAGE FOR ALL PROGRAMS) (2,097) (4.9)			
1	Arthur Godfrey (CBS, Liggett & Myers)	4,366	10.2
2	Dur Gal, Sunday (CBS, Whitehall)	3,766	8.8
3	Romance of Helen Trent (CBS, Whitehall)	3,552	8.3
4	Arthur Godfrey (CBS, Pillsbury)	3,467	8.1
5	Ma Perkins (CBS, P&G)	3,424	8.0
6	Aunt Jenny (CBS, Lever Bros.)	3,338	7.8
7	Big Sister (CBS, P&G)	3,338	7.8
8	Wendy Warren and the News (CBS, General Foods)	3,296	7.7
9	Perry Mason (CBS, P&G)	3,124	7.3
DAY, SUNDAY (AVERAGE FOR ALL PROGRAMS) (1,284) (3.0)			
1	True Detective Mysteries (NBC, Williamson)	3,082	7.2
2	The Shadow (MBS, Wildroot)	2,782	6.5
3	Martin Kane, Private Eye (NBC, U. S. Tobacco)	2,054	4.8
DAY, SATURDAY (AVERAGE FOR ALL PROGRAMS) (1,669) (3.9)			
1	Grand Central Station (CBS, Tom Co.)	3,381	7.9
2	Theater of Today (CBS, Armstrong)	3,338	7.8
3	It Happens Every Day (CBS, Tom Co.)	3,082	7.2

or for outdoor advertising," Mr. Rubel said.

This implies, he said, that 7,185 so-called national advertisers really are not national advertisers at all. "But they all compete with national advertisers for the consumer dollar," he said. "Their agencies have a tough job to do."

Of all advertisers, 47% spend less than \$5,000 a year with their agencies. These, coupled with larger advertisers who spend \$100,000 a year, scarcely provide sufficient compensation to allow the agency to do the kind of job the advertiser needs, Mr. Rubel said.

"Some of these advertisers have no sales or advertising manager," he pointed out. "The advertiser expects the agency to counsel with him about all sorts of sales, advertising and merchandising problems. In addition, he expects the agency staff to perform all the services required to produce top flight campaigns.

"As a result, I find, in many cases, that agencies lose money on some accounts even though they perform the minimum service.

"The 15% commission can no longer be adequate in most cases," Mr. Rubel concluded. "So the agency first needs to know what additional fees are required and then use these facts to convince

advertisers of the cost of the services and the amount of additional fees that are needed."

Scripps-Howard Promotes Brooks; Fidler Succeeds Him

Vernon Brooks, director of general advertising of Scripps-Howard Newspapers, New York, during the past four years, has been promoted to associate business man-



Vernon Brooks Lewis S. Fidler

ager in charge of advertising for the New York World-Telegram and Sun. Richard A. Murray, advertising director of the newspaper, continues in that post.

Lewis S. Fidler, who has been assistant to Mr. Brooks and who heads the New York office of the Scripps-Howard general advertising department, has been advanced to succeed Mr. Brooks.

Agency Is 50 Years Old

Street & Finney, New York agency, is celebrating its 50th anniversary.

Sell...
To the BEST of the
FARM MARKET
Get
Top Quality Circulation
328,000 dairy farmers
read
HOARD'S DAIRYMAN
Published Twice Monthly At
Fort Atkinson, Wisconsin

RALEIGH, North Carolina



One of the South's Major Markets... Metropolitan Population... 138,100*

Top retail and wholesale center of Eastern North Carolina with a trade influence that reaches the entire eastern third of the South's No. 1 State.

- Per family inc. \$6294... 1st in North Carolina**
- Auto. Sales \$26,190,000... 2nd in North Carolina**
- Retail Sales \$101,500,000... 3rd in North Carolina**

* SM 5/10/51—Met Area
** SM 5/10/51—City Area

Sell the growing 33 county Golden Belt market at ONE LOW COST and WITHOUT WASTE with the area's ONLY Morning-and-Sunday Newspaper

The Raleigh
News and Observer
MORNING & SUNDAY
RALEIGH, N. C.

114,670
Morning

118,713
Sunday

Publisher's Statement to ABC, 9/30/51

Rep: The Branham Company

MATS
PLASTIC PLATES
ELECTROTYPES
WAbash 2-1204 •

Progressive MATRIX COMPANY
517 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

Use Understandable Characters...

Program Content Research Paid Off in High Ratings for 'The Whistler'

HOLLYWOOD, March 4—Painstaking research into radio program content certainly paid off for "The Whistler." The show is sponsored by Signal Oil Co. on the Columbia Pacific Network. Over the past eight years it has seldom been off the top rung of the rating ladder among West Coast radio programs.

How research led to this success was told yesterday to the Hollywood Advertising Club by Ed Bloodworth, radio-television director of Barton A. Stebbins Advertising Agency.

Stebbins, he said, has handled the Signal Oil account since pre-"Whistler" days. The company used to sponsor "Signal Carnival." This also led West Coast radio ratings in its day. But increased talent costs forced Signal to drop the show.

"The Whistler" was selected to replace "Carnival" because a study of ratings showed mysteries usually had pretty high ratings. Also, this one was different. It wasn't just a "whodunit," and the principal character was "strange and powerful."

In the first 18 months, ratings were good but not high. At this point, Barton Stebbins returned to the agency from service with the War Department. Under his direction, an intensive study was made of magazine stories, other radio programs and motion pictures.

Analyzing these media, the agency men concluded that, apart from writing, dialogue, plot, etc., there are several elements present in most popular offerings. They were found in the stories of the best paid mystery writers, top rated radio shows and "A" motion pictures. Conversely, there are certain elements which show up repeatedly in stories in "cheap" magazines, low rated radio shows and "B" or "C" pictures.

Mr. Bloodworth lists these elements in "do" and "don't" categories. Found to be desirable are:

1. Dramatization of people whom the average listener is likely to know in his own neighborhood.

2. Use at least one sympathetic character, who reaps benefits either specific or implied.

3. Good action and fast movement—but not the "1920 chase" or "cops and robbers."

4. Feminine interest.

5. Accuracy and logic, the absence of which weakens a program.

6. An occasional complete change of tempo.

Classified as undesirable:

1. Horror in any form. Even screams are soft-pedaled.

2. Dramatization of people whom listeners don't know or understand.

3. Any kind of mental aberration.

4. Any form of physical affliction, however slight.

Every "Whistler" show is checked for the presence and absence of these elements. Running charts are kept of every program to show how it measures up against these yardsticks. Ratings are checked against these program element evaluations.

When these yardsticks were first worked out and applied to "The Whistler," they proved out, Mr. Bloodworth said. Before this standard was accepted and put in practice, the highest rating attained was a 14. The average was lower. Within a year, "Whistler" hit 21.3. This was the highest in the history of West Coast radio. The average for the next year and a half was 18.

The rating even survived a network preemption. In a less favorable time spot, it dropped at first—but then climbed past 20.

"As in every successful show, there are many contributing factors to a rating," Mr. Bloodworth said. "It would be preposterous to say research and studies are the only answer. But we credit at least 50% of 'The Whistler' rating to this program content control."

Agency Not List Incomplete

Gordon-Allison & Co., 1112 Peachtree St., N.E., Atlanta, is a member of the National Federation of Advertising Agencies, although its name did not appear on the membership list which the network gave ADVERTISING AGE (AA, March 3).

Carlson Inc. Names Agency

G. O. Carlson Inc., Thorndale, Pa., producer of stainless steel plates, heads, discs, rings, etc., has appointed Foltz-Wessinger, Lancaster, Pa., to direct its advertising.



ONE-SHOT AD—This 1 1/2-page ad in the March 1 Saturday Evening Post will run nowhere else. The \$50,000 budget of Californians Inc. also covers page ads in Holiday, Foots, Cone & Belding handles the account.

FTC Drives Against Cigaret Ad Claims Don't Do Much Good, Congressmen Say

(Continued from Page 2)

the congressman interjected.

"They said that there were less irritants in their cigarettes than in others and that theirs were less harmful to the throat than any other cigarette widely advertised. They can't say that any more," said Mr. Whiteley.

"Not a cough in a carload," Rep. George W. Andrews (D., Ala.) contributed.

"That was the original Old Gold slogan," Mr. Whiteley pointed out. "Have you stopped that?" Rep. Andrews asked.

"They have stopped that. Yes, sir," said Mr. Whiteley. "Old Gold's new slogan, 'We are not medicine men; we are tobacco men,' was generally hailed."

"I got a kick out of it," Rep. Thomas admitted.

Joseph S. Wright, assistant FTC general counsel in charge of compliance, said that FTC's cigaret cases bog down because the commission can only stop companies from doing what they have done in the past, and cannot issue a general injunction.

"In the Reynolds case," he said, "they had used hundreds of different types of testimonials that had these false types of statements and our order literally required them in using testimonials to tell the truth."

"The court modified our order and said we did not have the power to go that far. We can only stop them from doing what they have done in the past. We cannot issue a general injunction forbidding any false statement."

Turning to the difficulties in litigating the cigaret cases, he said, "Ordinarily in this type of case where you have almost a palpably false statement as the subject of the complaint, you can expect to wind up the proceeding in a hurry. Here we find that the companies have spent from a quarter of a million dollars to a half million dollars in clinical tests in order to get support for their claims."

"We know that when four cigaret companies are each saying that their cigaret is much less irritating and less harmful than the others, at least three of them have been telling a lie."

"Despite that, we find months of scientific evidence and clinical tests, and so forth, put in the record by the companies in support of their claims. There is nothing the commission can do except try to rebut and override that with contrary evidence. That's what makes these cases so difficult."

"But we have cured the Old Gold situation except in one respect and there we have recommended a further proceeding, because they thought of something

new on one of their other brands which just was not cured in the order, and it was not anything we could cover in the order."

Last month an FTC hearing examiner filed an initial decision winding up a 10 year old case against Philip Morris. Philip Morris has objected to this decision, and the order has been held up, pending review by the full commission.

West-Holliday Co. Appoints Nelson Roberts President

West-Holliday Co., San Francisco, national newspaper representative, has promoted Nelson Roberts from general manager to president. He succeeds Robert P. Holliday, who has moved up to chairman of the board. Mr. Roberts joined the company in 1949 when he acquired the interests of Paul A. West Sr. Prior to that he was advertising director of the San Diego Tribune and Union.

Other executive appointments: Charles A. Johnson has been appointed v.p. in New York; H. E. Deckert, v.p. in Chicago, and R. S. Nicholson, v.p. in San Francisco.

Stebbins Inc. Adds Account

Workman Service Co., Los Angeles, with branches in Minneapolis, Chicago, St. Louis and New York, has named Hal Stebbins Inc., Los Angeles, to handle its advertising. The company handles office overloads for business organizations.

Names Dorland Advertising

Ed. Kressmann & Cie., Bordeaux, wine shipper, has appointed Dorland Advertising, New York, to handle its advertising. Plans call for a trade and consumer campaign in class magazines, beginning in early spring.

Lumber and Building Material DEALER

- ▶ 4000 Dealers Serving
- ▶ 10 Million Persons, including
- ▶ 3 Million Farm Population

Blanket coverage retail lumber, building material and coal dealers. NORTHWEST publication covers Minnesota, Wisconsin, North and South Dakota. IOWA publication covers Iowa.

1013 Fourth Ave. So., Minneapolis 4, Minn.

CENTRAL PRESS, INC.
Publishers - Printers - Lithographers
ESTABLISHED 1930
Direct Mail - Catalogs - Publications
one or more colors
714 S. Adams St., Marion, Indiana

Metropolitan
PEORIA
250,000
POPULATION

'BEST TEST MARKET
in The Midwest.'

... say Agency and
Advertising Executives
in Sales Mgmt. Surveys.

... DEFINITELY A Major MARKET!

PEORIA JOURNAL STAR 96%
Daily Coverage Ratio-to-Homes ..

Peoria's Wholesale SALES
\$366,311,000*

2 1/2 TIMES LARGER
Than Any Other Illinois
City (Except Chicago)

*Copr. 1951, Sales Management Survey of Buying Power

PEORIA JOURNAL STAR
Daily Circulation Exceeds 100,000
Nat'l. Repr., WARD-GRIFFITH CO., INC.

yes: "Globe"

Yes, "Globe" stands out in welcome white relief when black thoughts of engraving problems muddle advertising minds. For 59 years production men have found relief from worries through Globe's exceptional craftsmanship and service. Black and white four color process... engraving and electrotyping under one roof saves time and furrowed brows. Globe's phone number is HARRISON 7-5305.

GLOBE ENGRAVING AND ELECTROTYPE CO.
711 South Dearborn Street • Chicago 5, Illinois

45,468,000 lines and over \$51,000,000.00!



When advertisers spend that much money in the Chicago Tribune — millions more than they spend in any other newspaper in the world — you can be sure it's because Tribune readers represent a whale of a market

If you want more sales in 1952, consider your opportunities in the multibillion dollar Chicago market where advertisers invested \$51,000,000.00 for 45,468,000 lines of advertising in the Tribune—the largest expenditure for advertising ever placed in any newspaper anywhere in any one year.

Last year set an all time high in Tribune lineage. Because it gets buying action as does no other Chicago newspaper, the Tribune led the second Chicago newspaper by more than 26,000,000 lines. Advertisers in 1951 placed in the Tribune over 50 percent of all their expenditures for advertising in all Chicago newspapers. This topped all previous Tribune records.

Just think of the millions of transactions represented by such advertising volume and the tremendous retail buying

which makes it possible. The budgets of some individual Tribune advertisers ranged up to \$1,000,000.00 and more. Scores spent over \$100,000.00. But none exhausted the sales potential offered by Tribune readers.

In Chicago and suburbs over 62,000 retailers do over \$6,000,000,000.00. Chicago savings deposits last December were \$1,867,542,000.00—an all time high. Here is a market in which you can concentrate sales and advertising effort with assurance. And no matter what you sell, you can be sure you can get more sales when you use the Tribune.

A Tribune advertising representative will be glad to sit down with you and your advertising counsel to outline a program that will help you sell more in 1952. Ask him to call.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

CHICAGO TRIBUNE ADVERTISING SALES REPRESENTATIVES:

Chicago A. W. Dreier 1333 Tribune Tower	New York City E. P. Struhsacker 220 E. 42nd St.	Detroit W. E. Bates Penobscot Bldg.	San Francisco Fitzpatrick & Chamberlin 155 Montgomery St.	Los Angeles Fitzpatrick & Chamberlin 1127 Wilshire Blvd.
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